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The Representative Paper of the Industry
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CROCKERY, GLASS, HOUSEFURNISHINGS
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DOLLS AND TOYS
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BUSINESS STAFF

General Manager
F. CALVIN DEMAREST

Managing Editor
STILLMAN TAYLOR

Associate Editor
B. M. WISNER

Business Manager
FREDERICK S. OLIVER

Art Director
ROBERT BAUER

BRANCH OFFICES

Chicago
J. H. SMYTHE
312 South Clark St.

Boston
R. B. HEMENWAY
98 May St.
Needham, Mass.

East Liverpool and Pittsburgh
M. K. ZIMERMAN
215 West 6th St.
East Liverpool

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AS THE EDITOR SEES IT

BUY EARLY TO BUILD FALL SALES

WHILE the fall buying period has not yet begun, so far as our trades are concerned, it is scheduled to start about the middle of the month. From some indications there is descernible a tendency to weigh conditions. This is prudent, but we would caution retailers not to postpone buying too long. We would also suggest that as too much emphasis has for a rather long time been placed on the subject of prices, the retailer will do well to pay far less attention to this factor than heretofore. There is a relatively large amount of "bunk" in the price discussion. Some few months ago there was some logical reason for waiting, but that time has passed. The price factor has clarified itself and there are many reasons which indicate that prices will be adjusted on a normal basis of supply and demand. There are a few relatively unimportant exceptions, of course, but broadly, manufacturers and distributors are handling business on uniformly fair-and-square basis.

SEASONABLE goods are selling well at retail in New York, and sales throughout the country are reported as favorable, and the average is notably higher than during the same period of last year. The sales of the two largest mail-order houses for June show a gain of about 27 per cent over the same month last year and during the past six months an increase of over 12 per cent.

Prosperity is also reflected in the postal receipts for the fiscal year which show the increase amounts to about 37½ per cent. Crockery and glass production has, of course, been at capacity for some time, and the demand for wares is far greater than the supply. In some lines there is reported a slight overproduction, due to the slowing down of exports. Production in new business has slackened a little, but production in basic and well stablized industries is holding its peak production. Another constructive factor is seen in the movement of freight, car loadings showing an increase of 136,419 over a year ago. This indicates at this season a more favorable and healthy showing than during the fall, when loadings are increased to the maximum owing to the seasonal distribution of coal and the movement of the crops.

ONE of the most encouraging factors in the current business situation is the fact that the entire merchandise chain—from manufacturer to retailer, shows a clear and earnest effort to keep merchandising on an equitable basis. There is no speculation to amount to anything and all are avoiding accumulating excess stocks. While this has been interpreted by some observers to indicate a depressing effect on business, we are inclined to believe that this deduction comes from theoretical rather than from actual business sources. We believe, on the contrary, that the present day methods of planning business, by looking at the facts and shaping a business course accordingly, is a very sensible one, and that it is the only safe way. There is no benefit in placing large orders too far ahead, and then cancelling them as conditions change in the meantime.

WITH the current business situation eminently sound and the outlook bright, we are publishing as a section of this issue of the CROCKERY AND GLASS JOURNAL,

(*Continued on page 71*)

Good Buying and Fast Turnover

In Speeding Up Turnover Don't Forget the Customer, or You May Find Your Stocks Insufficient to Give the Public a Good Selection to Choose From

GOOD buying and fast turnover are very important but in striving to speed up the turnover of their stocks some stores are over-reaching. Like most phases of store management it is possible to attain too high a rate of turnover. With the whole store striving to turn stocks over to the limit, there is likely to come a time when buying is done chiefly for obtaining merchandise to boost turnover, and neglecting to buy goods which will give the consumer the biggest selection and value. Turnover obtainable at this price is doubtful business, and is extremely likely to result in a loss of prestige to the store. This point and many sound phases of good merchandising, are found in the following article, reprinted in part from an interesting article by James T. Simpson, president, Marshall Field & Co., on "What is More Important than Turnover," appearing in a recent issue of System Magazine.

That I may not be misunderstood, let me say at once that hardly any factor in merchandising is more important than the rate of turnover. Under rigidly competitive conditions, the decisive means of increasing the total volume of profit is to have a larger number of small profits—to sell more often—to turn the merchandise with less delay.

I state this decisively and emphatically at once, because in what follows I mean to point out some modifications or exceptions which I consider about as essential to good merchandising as the rule itself—perhaps even more essential. What I have to say results from contact for over 30 years with our manufacturing and wholesale business, with our own retail business, and with retail merchants throughout the country who are our customers.

The case I have cited involves a question of service rather than of profit: how far should a business go to win and keep the regard of the exceptional customer? To what extent is it justifiable to sacrifice profit in order to render maximum service?

Obviously, this is something not to be answered precisely in terms of dollars and cents, nor with reference to the profits of a given year, nor on the basis of my definite rule about the rate of turnover. Our inclination, however, when the exceptional customer is concerned, is to favor service rather than profit if a choice has to be made. I think there are sound merchandising reasons for doing so. Exceptional customers are a marginal fringe, few in number compared with the total of all buyers. But they are easily recognized. And if your policy calls for doing whatever may be necessary in order to win their regard, you establish a basis of service which will almost certainly be reflected in all your merchandising endeavors and will create a tremendous good-will. If the exceptional customer is well served, it will follow almost as a matter of course that the average customer will be well served too.

We feel that fast rate of turnover is one good thing. A satisfied customer is another good thing. If we can have both, we are merchandising under ideal conditions. But if, as sometimes happens, we have to sacrifice one of the two, we usually let it be the fast rate of turnover.

In one particular department today several counters are devoted to embroideries. Drawer after drawer is filled with the merchandise. The department is seldom busy. We could devote the space to other merchandise that would move faster and return us a larger profit.

But as some of our regular customers still expect to buy that kind of merchandise from us, we refuse to believe it would be good business for us to disappoint them.

A business man, in my judgment, needs double vision: he needs the ability to see the near profit, but equally he must be able to visualize the profit that may accrue in

TURNOVER is a subject which interests not only the retail distributor, but the wholesaler, jobber and manufacturer as well. While the retailer is, of course, most interested in speeding up the turnover of his stocks, the manner in which the retailer moves his goods is decidedly interesting to the manufacturer shipping direct and to the wholesale distributor. And the principal reason why the latter are very much interested in this phase of merchandising is that the high rate of turnover affects their business in no small degree. Thus, when the retailer speeds up his turnover, he orders in small lots and places a large number of relatively small orders, compared to the retailer who turns his stocks more slowly and conservatively. Turnover is a big factor in retail merchandising, but it should not be too fast—certainly not speeded up to the point where it cuts down an adequate variety of merchandise to offer to the public. Turnover is important to the store, but the public are not interested in turnover. But the public is keenly interested in merchandise of all kinds, and the store which serves the public best is the store which makes the highest percentage of profit on the merchandise investment.

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increasing volume through years to come by building up prestige.

The rate of turnover and the amount of current profit furnish excellent indicative evidence of how well you are merchandising today. They should, of course, never be lost sight of. But they can be overemphasized at the expense of profits in later years.

There is no exact rule. I am glad for myself that there is none, because it adds to the interest by making every case a new problem to be solved afresh on the basis of known or anticipated factors. It makes merchandising a more fascinating enterprise, in which a large element of judgment must constantly be exercised.

The primary purpose of business, when you get down to that, is to render a service—to do something for which you deserve to be paid, and for which somebody is willing to pay you. Earning a profit is one of the conditions under which a business man can continue permanently to render service, and it is his legitimate reward for doing so. But until the service is rendered, no profit is deserved. To put the profit ahead of the service results, to my thinking, in subsequent erroneous conclusions.

In our retail store, to illustrate in terms of practice, we do not continually hammer on rates of turnover among our merchandise managers. We do not impress rapid turnover on them as the object which we want them to achieve above all other objects. We have no fixed rule about it that everybody must try to comply with. We do let it be known that we realize perfectly well that the faster you use your dollars—the more times in a year you buy and sell and earn a profit—the greater, other things being equal, will be the total volume of your profit.

But beyond that there are many other things to consider. There must be different standards for different classes of merchandise, for different types of stores, and for stores differently located.

A number of causes may legitimately slow up the rate of merchandise turnover. The most important is service to the customer. What I mean by service includes, among other things, having complete stocks, parts of which may move slowly. Few things add more to prestige than the widely held understanding that if an article is to be had, you can supply it.

It is also legitimate to expect a slower rate of turnover while you are introducing new elements into your merchandise It is safe to say, I think, that in an infants' wear department the average merchant situated favorably with respect to markets ought to turn his stock about once every 60 days: in other words, he should have a yearly rate of something like 6 turns

But if a merchant decides, as we did a year or so ago, to introduce a line of infants' furniture into the department—that being a line not previously carried—then he may have to allow temporarily for a slower rate of turnover for the department as a whole. Until people become thoroughly accustomed to the fact that he carries the new line and begin to come to him naturally to buy it, it is not likely to move very fast. Legitimate reasons like that for a slow rate of turnover may exist in any merchandise stock.

In staple departments there is, ordinarily, no adequate reason for slow turnover. If a slowing-up does occur, it probably indicates a bad stock: oversupplies of merchandise, an improper distribution of styles, or something of that sort, resulting in slow sales.

A merchant's location has a good deal to do with the rate of turnover he can and should get. As a general principle, the farther he is from manufacturing or wholesale centers, the slower his turnover will likely be. That is of course due to the need for advance buying in large quantities.

Obviously, from all I have said, it is my feeling that no good merchandiser will ever forget the rate of turnover. It is too big an element in his success. But sometimes a merchant need not and should not buy for the very fastest possible rate of turnover, but when this occurs he ought to get other compensating advantages.

Securing Export Business

An American manufacturer recently paid a visit to the Bureau of Foreign and Domestic Commerce. The purpose of this call was to secure data on foreign markets for his product. He explained that, while he was working at full time for immediate delivery, he sensed a falling off in domestic demand. Consequently he wished to turn to the export field as an additional trade outlet, since by so doing he could continue to maintain production at normal levels in the face of possibly diminished demand at home.

Such an attitude is to be highly commended. For whether the manufacturer is right or wrong in his diagnosis, the time to go after export business is when domestic business is good. Demand abroad can not be built up on royal roads or through whirlwind campaigns. Sustained effort is the vital factor in gaining foreign orders, and if the American manufacturer wants to be sure of oversea trade when domestic demand is dull, he must start the effort in the face of prosperity at home.

Furthermore, just as a manufacturer must take his foreign trade when he can get it, once he gets it he must hold onto it. It would be far better for the manufacturer mentioned above not to seek foreign markets at all than to get a foothold and then withdraw at the first signs of domestic prosperity. By the latter course he would not only impair his own chances of re-entering the foreign field but would bring American export methods into disrepute in those markets from which he had withdrawn.

Wohl & Son Enter Wholesale Field

Louis Wohl & Son, Tampa, Fla., in announcing the purchase of the big warehouse of the United Markets at Sixth Avenue and 16th Street, Ybor City, are also informing the trade of their entry into the wholesale distribution of crockery, glassware, silverware, housefurnishings, toys and restaurant supplies.

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Big Ideas, Not Big Words, Make Good Ads

Originality and Sincerity Too Often Buried in a Complex String of Words, Which May Make a Clever Ad But Often Fails to Convince the Public

AT the Convention of the Associated Advertising Clubs of the World, there were naturally a very large number of interesting and practical papers read by prominent authorities in advertising. There were also many informative and profitable lectures and "talks" on the subject of putting ideas into attractive and easily understood words. Prominent among the very good talks upon advertising generally and store advertising in particular, was the contribution of Joseph Katz, president Joseph Katz Advertising Co., Baltimore. We believe our readers will be glad to read the logical and sensible and thoroughly practical exposition of the subject, which marks Mr. Katz's address and are therefore printing it as follows:

A woman walks up to a floorwalker of a department store and says: "I heard you are going to have a sale soon."

And the fellow, who looks like the trade-mark on a Prince Albert tobacco can, replies: "Tomorrow morning at 9 o'clock we begin the greatest event in our history. For months and months our buyers have been searching the market for bargains worthy of this great event. Tomorrow we light our seventieth birthday candle. It is the culmination of seventy years' service and fair dealing and fair values. We went to our makers and asked them to cooperate by giving us the biggest bargains in our history. We are very glad to share this great occasion with our customers, and we have given up all thought of profit in this great celebration. It is our birthday, and we are celebrating in the good old-fashioned way, by giving the greatest bargains of our career, right in the heart of the season when you expect to pay regular prices. Come early and avoid the rush."

He doesn't talk that way, of course. He probably talks like a believable human being. But the ad of his store does, so what's the difference?

Advertising

ADVERTISING may be news of the most interesting sort. It may give serviceable information of the most helpful sort. It may stop the passing of a counterfeit, find a bank robber, force a balky public-service company to give better service, draw people from the crowded cities to farm life, convert the public to the cause of better roads, etc. Advertising often permits comparison that cannot be made in a store. Likewise, the advertising of a local store often tells an interested public of goods obtainable in the local stores, that readers did not know could be purchased there. Advertising being a part of the selling process—a greater or lesser part according to the nature of the product and according to the method of selling—it follows that to be most effective, advertising should be coordinated as closely as possible with the work of the salespeople, whether these be the manufacturers' representatives, the salesmen employed by jobbers, or the retailers and their helpers.

— *S. Roland Hall.*

"Talky" Advertising

The trouble with so much so-called modern advertising is that it talks like a book. It is too artificial; it uses too many of the same words, in the same place, in the same way.

It consists of putting *words* together—instead of putting *ideas* together.

Often the only way you can tell one store's advertising from another is by looking at the kind of type it is set in. There is even an ill omen in the epidemic of buying special fonts of type to secure individuality.

It is a serious indictment of advertising that three-quarters of an advertising man's time is taken up with thinking of ways and means to attract attention to the message.

The *message* is the thing! The way it is dressed up should be incidental.

If advertising were more readable, if it were more interesting and didn't sound so much like pages torn out of a catalog, more and more would the mechanical tricks be found unnecessary.

I wonder whether even today many writers of advertising think of the sequence of their writing. By that, I mean—do they ever stop to think of the effect of the continuity of what they have been saying all these years to their readers?

How many times have you said one sale is the *best* one you have ever had?

Is it not within the realm of possibillty that a woman remembers your story—not on a piecemeal basis, as you have written it, without regard for what has gone before and what appears after, but as a continued story in which you have contradicted yourself over and over again?

Even in a single advertisement, sometimes, there is a description asking the reader to buy a regular hat at $2, and right underneath it another item telling the great wonders of a special purchase of $2 hats which may be

had for $1.65.

Advertising today is largely a matter of formula; it suffers from "Rubber-stampism"— as Roy S. Durstine would say. It gets all worked up about trick ideas in borders and pictures. It declaims about simple, every-day things. It is of the age of torch parades.

It has its little set of words and pictures for every event that it trots out year after year. The White Sale—with the sailboat—and the story of how it was planned months and months ago. The Harvest Sale—in which you reap a rich harvest of bargains. The Horse Shoe Sale—with its lucky bargains.

The Anniversary Sale—with the picture of the old and new buildings and the story of how manufacturers opened up their hearts and gave things away. The Bargain Friday—the one day in every week in which the firm is in business for its health.

If advertisements were plays, and they followed each other, the public would think that they were played from the same manuscript.

There's too much reading of each other's ads. Seeing the same sets of words over and over again is like seeing so many Coca-Cola signs—you almost shout it out when you want a chocolate soda.

The reading to develop good advertising writing isn't advertising reading.

And some of the crispest, freshest headlines in advertising come from the lips of customers of a store—unrecognized by everyone but an advertising man with a nose for human phraseology and homely philosophy.

It wouldn't be so bad if we only took our soup and music canned; we pile up in our minds every ready-made phrase we hear. We've lost the art of putting words together. We're so used to "big talk" that we use big words.

Let's get back to the good, old-fashioned days before the efficiency magazines and the go-getters.

Robert Benchley can write ads—I'm sure. He's a novelist, and dramatic critic of *Life*. But any man who can write one-line dramatic reviews like these is needed in the advertising business.

"Music Box Review—Try to get in."

"The Tavern: Romantic drama kidded to death."

It's the source of advertising material I want you to think about. That's the big thing I want to point out—where the story for your advertisement comes from.

Forget the old fallacy that it comes out of your merchandise. People don't buy merchandise because of the material it is made of or the way it is cut or put together.

Now, where do advertising ideas come from?

From people!

From strange places, sometimes.

There's romance in every-day things—more of it than in the big issues of life. Romance in the search for the right collar! Romance in kidding the Christmas tie buying. In this ad, perhaps:

MEMORIES OF FLORADORA

"If you are wise wives (with apologies to Helen Roland); you will take a peek at his tie rack as soon as he steps out of the house. Take a look at the many ties that he keeps on picking up and laying down, but never wears —"old loves" that are not able to rekindle the spark. Gaze upon that pale green necktie that in a burst of enthusiasm he brought home one Saint Patrick's day. Those ties that looked so well once, but like the Floradora Sextette—the styles have changed!

Take another look! Perhaps the patterns of the shirts are beginning to tire him. Smile indulgently on that frolicksome muffler—in that drunken orgy of color. Give a pitying glance at those wild-looking socks that he once bought. And then think of replacing these things, too.

Make it a Furnishings Christmas for him. And he will like your method of bringing the Christmas money "home to roost."

I want to make a plea for more sincerity in the writing of advertising. I want to ask you, for the benefit of our craft, to do less speech-making in your copy and more believable talking.

I want to make a plea for the "lowering of the voice"; I want to see the day when the loud-mouthed ad writer takes his place with the old-time spread-eagle speaker in the school of elocution that is now mercifully a thing of the past.

We have lost sight of the great human truth that sales are made on little things; that a man isn't interested in how many buttons his suit has, nor does he want to read a description of the pattern; that we eat raisins because we like them, and we don't care a whole lot whether there is any iron in them or not.

We must study human habits, and fall in with them, instead of trying to change them.

We must not take advertising so seriously! We must write with a sense of humor! We must write with more style!

A good advertising writer is simply a talented writer who is writing about business. Only good writers will write good advertisements.

We must learn to say a lot in a few words!

Hendrik Van Loon wanted to say something about Eternity—that is a big subject—and a long time.

But here is what he said:

"High up in the North in the land called Svithjod, there stands a rock. It is a hundred miles high and a hundred miles wide. Once every thousand years a little bird comes to this rock to sharpen its beak.

"When the rock has thus been worn away, then a single day of eternity will have gone by."

If the subject of Eternity can be put down in fifty-eight words, you ought to be able to tell the story of a yard of gingham in a few words less.

Let's smile while we write. Let us employ the methods of the fiction writer a bit more. Let us learn the secret of writing interestingly.

Ceylon's China Imports

Imports of china and glassware in Ceylon for the quarter ending March 31, 1923, amounted to 48,850 rupees, compared with 216,214 rupees for the corresponding quarter in 1922.

Speeding Turnover on Housewares

Manufacturer's Co-operation Helps Retailers to Arrange Attractive Window Displays and Boost Sales

PLAN ahead and buy when you need the goods, is one of the business slogans which one large and progressive manufacturer, hands out to the big list of retail customers it enjoys among the retail stores throughout the country. The concern which emphasizes planning ahead to reap the greatest benefit of sales, is the Aluminum Goods Mfg. Co., Manitowoc, Wis. This company believes that almost as much profit is lost through belated arrangement of selling events as is likely to result if the retailer buyers too heavily and overstocks his shelves.

To avoid the loss of legitimate profit which every retailer is fully entitled to, the company holds to the opinion that the manufacturer should assist the distributor of his wares and offer practical and specific merchandising suggestions. And this help should be given well in advance.

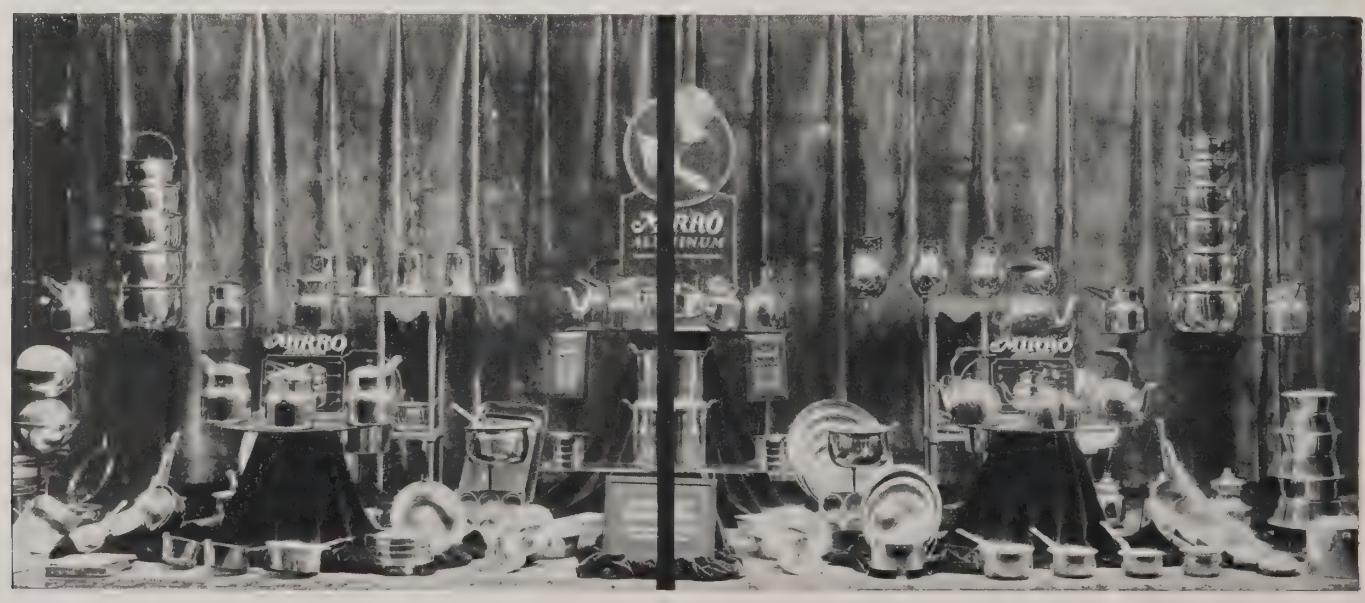
An instance of how the plan works out is well indicated in the special direct advertising the company has been doing to persuade retailers to form definite and well thought out plans for the yearly preserving goods sales, which event is opportunely scheduled during the months of July and August.

This campaign was started by the company sending out broadsides, showing the advertisements of Mirror aluminum preserving goods, appearing in national magazines during these timely months. This gave the retailer plenty of evidence that the manufacturer was acting energetically in putting into profitable form its own advice on being prepared. Instead of recommending a large assortment of ware for the retailer, this broadside pointed out the great sales possibilities of a special preserving set. This set, consisting of a 10-qt. kettle, ladle and a 6-piece funnel was priced on a specially attractive basis. In other words the price quoted made it an attractive proposition to offer the set as a special sales stimulator at $1.98.

With the broadside a postcard was sent, informed the retailer that by ordering twelve or more special sets, he would be entitled to a large 3-piece window trim, a number of two column newspaper ads. and a generous quantity of recipe books, to distribute to his customers. This book was imprinted with the retailer's name and address, and contained directions for canning and a great deal of useful information on preserving. The merchandise and the advertising and displays are sent in the same shipment. This is done well in advance of the canning season, to enable the retailer to send out his recipe books. A little before the canning season starts in his locality, the retailer arranges his special display, by trimming his window and advertising the sales event in his local papers.

Laying his plans well ahead the retailer starts his customers buying well ahead and as this early buying works to the advantage of all, without necessitating a big stock of goods for the retailer to buy to start things, he can order more sets as he requires them. Speaking of the plan a representative of the company said: "The point of the whole thing, is that the fastest turnover always comes from selling the goods that fill the need of the season. The sales resistance is less as the housewife is thinking of, or is ready to consider, the seasonal offering the retailer is making. Experience has shown that these seasonal spurts can be considerably lengthened if the dealer will devote just a little advance thought to the

(*Continued on page 70*)



A good example of a well balanced window trim is shown in this attractive window display of Hahne & Co., Newark

Play Up the Big Idea in Your Ads

Helpfulness Makes a Strong and Universal Appeal to Women, and Practical Suggestions in Ads Will Tempt Her to Buy

WHEN a woman sees a package inclosure—or writes for a booklet—she expects help. What does she often get? A group of intriguing statements, trying to make her spend her money.

Don't you know that the way to get the woman to buy your product is to show her how it can be used to save her money, time or energy—or to help her acquire beauty and loveliness at less cost than that for a "Beauty Doctor," or style minus the modiste's prices, or charming rooms without a decorator's charges?

She handles the national pocketbook, therefore she must be helped to make that money go around plus, said Ida Bailey Allen in an address before the Direct-Mail Advertising Association and Graphic Arts Association at the Atlantic City Convention of the Associated Advertising Clubs of the World.

She is eager and anxious to learn about a thousand womanly things. If it's silver you're featuring, show her how to entertain easily—give her diagrams of how to set the table that she can turn over to her new maid, and she'll demand your silver for every birthday and wedding anniversary. To detour, I never could understand why business is not made to dovetail. If I sold coffee I'd add canned cream and a percolator. If it was linen I'd add a fine table-setting book that I'd keep up to date. If it was baked beans I'd sell the Boston kind and canned brown bread. Things come in logical sequence. Don't say they "can't be done." They can. They sometimes are—that's why 15 per cent succeed!

A Specific Case

But to go back to the idea of helpfulness. I cannot conceive of an advertisement or advertising booklet that will not bring business, if it is helpful, and if the article advertised has been standardized and fills a real need. Exactly what do we mean by truthful? The advertisement must state correct facts—not camouflage—either in word or illustrations. It is the insincerity and understating of the real facts of the case by word and illustration that has, for example, made failures of so many washing-machine campaigns. Why tell the woman that the wash can be on the line in twenty minutes when she knows it can't—or show her how to do the washing in a tea gown, which she knows she would spoil? Such advertising not only defeats its own purpose, but it antagonizes the woman. Fortunately, this idea of truthfulness has seeped into most advertising, but there is still a debt to the woman that has to be paid—the debt of years of untruthfulness—and it is a good thing. "The opponent who is permanent, reliable," as Mark Twain says, "keeps one on one's toes."

The other day I asked a little girl how she made toast. "First I cut the bread," she said, "then I light the gas stove, put in the bread, and pretty soon I take it over to the sink and scratch it." That's what is so often done in advertising an article—it's started right, but for lack of attention doesn't measure up and has to be scratched!

To go back to the washing machine—what could be done to put the idea across? First there is the woman's prejudice to that which is mechanical to overcome—she needs to be shown by a diagram or a series of illustrations—movie style—how to operate it. She needs to be truthfully told how much time she can save. Figures from physicians, showing how much backache exists because of wrong postures while washing, can be shown her—all this is sensible. She can grasp it because there is something to it—it's true—and it should be backed up by two or three kinds of booklets:

(1.) The principles of laundry work, including starch making; how to hang out the clothes; how to iron them, etc.

(2.) Fine laundering and the removal of stains.

(3.) The chemistry of laundry work.

(4.) Washing dolly's clothes.

Why the four? To take care of housewives everywhere by either the first or second, or both; to serve the domestic science teachers and their students in schools and colleges everywhere by the first three—they could be made good enough to use as text books; and the fourth? Don't you know that the only non-saturated market we have is the wife of tomorrow? Take the child as a little girl; win her confidence. Make possible for her doll's house a cardboard cut-out of your washing machine and a booklet on Washing Dolly's Clothes your way. She will buy your product later on.

All around you are advertising diamonds. The little girl is one; the domestic science teachers; the home demonstration agents—the clubs are others; the hospitals, tea-rooms, hotels and restaurants—all offer wonderful opportunities. But—the literature must be made to fit the channel. A while ago, the Joint Coffee Roasters' Association issued a little book on "How to Install a Coffee House." The edition ordered was 5,000; it was little advertised. Within three months 50,000 requests came in for that booklet from hotels and restaurants and would-be restaurants. Why? Because it filled a need—and because it was timely.

There is a news slant to everything. Find it—and show it to the public. Change your advertising literature with the times and see the sales go up! For a year I have watched a cereal firm that is experimenting with vitamines. They have a special chemist—a fine laboratory. Their work is fascinating—thorough. Have they told the public about it? Not a word. Yet just a few pictures of that laboratory—the pigeons on which they are experimenting and a little talk on vitamines would make the public see that they are really up to date. Their sales would increase. Why bury your talent and let your sales stand still? That's not advertising.

Five Ways to Advertise

There Are Innumerable Ways of Writing Ads, But the basis of all is sound merchandising—You Must Have the goods to deliver—And here are Five Ads that Hit the Mark

STORES sales in June are pretty sure to show a satisfactory volume and this is due to the great seasonal buying activity. This is as true in Kalimazoo as it is in the effete east and the turnover of all seasonable merchandise is therefore large. The same buying activity on the part of the public is also very marked during the month of May, and during these two months the sales of china, glass and all items of merchandise which are broadly classified under housefurnishings, may be said to reach its peak. So much for seasonal activity, which will come in a measure to every store carrying seasonable and wanted merchandise. But obviously no store can afford to neglect the dull months and



while peak sales cannot very well be obtainable during the off season, no matter how much effort is made to speed up buying, it is a foregone conclusion that the public will continue to liberally patronize the store which loses no good opportunity to keep them well posted on new and desirable merchandise.

This brings us to the inevitable subject of advertising—store publicity. And at the beginning it may as well be stated, that no store no matter how small, various or individual its stocks, can afford not to adopt a well defined policy of publicity. Putting across a well and carefully worked out plan of publicity is making the most out of advertising. This means that the money expended in buying space or preparing ad literature, is not aimlessly scattered, but is concentrated upon the accomplishment of a very definite purpose. Hit-or-miss advertising is better than no advertising, but why hit-or-miss advertising? Advertising is not a hit or miss proposition, but a very logical and powerful sales medium—printed salesmanship if you please. Therefore it should be evident to even the merchant who is too busy to do much advertising, that the advertising which brings customers into his store is the well written, well planned and well illustrated store messages.

But this is not all, for every advertisement should not only be complete in itself, but form a unit, neatly dovetailed in the year-round job of winning the public to the store. Today is the day of big expense in doing business,



and the day of small margins of profit, and this is reason enough, why every store should carefully plan how to use ad space to the fullest advantage and so obtain a lower publicity percentage. Planned advertising of this efficient kind costs more and is worth much more than

it costs. But no other kind of space buying is comparable with it for results and results—sales, is the thing that counts. There is no side-stepping this pertinent fact, and business is built on facts rather than on opinions.



And to be markedly successful retail store advertising by no means implies that it should be sensational. Big "scoops" in the way of advertising copy is only very occasionally possible. Like the big scoops in the text pages of newspapers, merchandise scoops are the rare exception and while they do occur, almost any retailer knows how to handle them when they come. The day in and day out advertising must depend, not upon sensational announcements, but on merchandising news, well written advertising, upon window displays and so on. And the merchandise must be in stock at the proper season and it must be marked right in price before advertising can be considered.

All these essentials which enter into merchandising advertising are found in the examples of store advertisements illustrating this article. They have been purposely chosen at random so far as the stores are concerned, but selected because they illustrate and illustrate well, the big appeal of fine merchandise as visualized and made plain by some of the biggest and most progressive stores in the country.

Take our first example. In this full page newspaper ad appearing in a high-class Sunday newspaper, distinction in layout, harmony and balance of illustrations are carefully dovetailed with the descriptive text and with the introduction. It is an ad. which attracts the eye by its appeal to good taste. And after attracting the eye and creating attention, the reader is informed of the variety of merchandise which is found at the store with a suggestion as to prices. No comparative prices are, of course, given and the retailer will find many good advertising points in this advertisement which will undoubtedly suggest the preparation of his own merchandising news.

In the Frederick Loser ad., comparative prices have been very happily used. The original ad. occupies some one-half page of newspaper space and the space was well used. It is an exclusive china and glassware advertisement and prices are emphasized in the subhead before the introduction. Notice the layout, how nicely balanced the cuts and how well the appearance and quality of the merchandise is suggested by the pictures. In the original size this was, of course, very plain, and



it is still easily perceived in this small reproduction of the original. It is a good ad. and Lee Moses the buyer of china and glassware, tells us that it broke all previous June records and nearly doubled sales on the first day. This is a pretty big accomplishment for even a good ad. and the ad. men and small retailers who are their own

advertising managers and copy writers, should be able to get some good points by studying it.

Simple, just an attractive cut and less than fifty words, forms this advertisement of Arnold, Constable. But the picture and the words stand out, and while the original occupied not over one-sixteenth of a newspaper page, it proved conspiciously successful. Besides serving the purpose of calling the public's attention to an acceptable and very appropriate item of merchandise for the June bride, this ad. through mention of the price, also showed that one could find at this store at a modest price, an article of which no one would feel ashamed to give. This ad. is simple and it illustrated just one item, but it does that particularly well.

Quite different than the others is this Lewis & Conger ad, accupying in the original about—one-eighth of newspaper space. It is a seasonable ad. and the items illustrated harmonize with the text. The selected items used are quite diverse which suggests the varied stocks which are offered for patrons of this store. Notice the layout, how a paint picture is used to attract the eye and balance the ad. by its graceful lines and strong blacks. No comparative prices are given, but suggestions as to the price range are found in the descriptions under each item pictured. This is but one of a series of ads. which this store is running, all of which are prepared to carry out the same idea, but each one a little different than the others.

The Macy advertisement occupying somewhat less than one-half page of newspaper space, at once attracts the attention and anyone interested in glassware is pretty certain to read it. It is a comparative price ad. stressing prices, but also emphasizing quality. A good idea of the big and varied stocks which of the store Browning, the buyer has purchased, is suggested in the various items pictured and described. Notice the layout, how well the items chosen snap out that the reader may see the good points as he casually glances through his paper. Here again, as in the other ads. given, the retailer of even the smallest store can pick up many good points on how to write sales bringing copy and fill his own store ads. with newsy and appealing merchandising publicity.

Booths to Afford Buyers Privacy at Merchandise Fair

With the opening of the second merchandise fair, now only three weeks away, the buildings which are to house the three divisions of the display—the Grand Central Palace, the 165th Regiment Armory and the Lexington theatre—will shortly be placed in the hands of decorators and carpenters. The exhibits of the Silver Jubilee Exposition are being removed from the first named structure, and the four floors will be available so that work can begin soon on the booths in which general merchandise will be shown. Plans, which have been under way for many months, are now practically complete and every indication, according to the sponsors of the event, points to a notable success.



Workers the Links in This Chain

Unique and Practical Method of Rewarding Producers, Forges Endless Chain of New Retail Stores

ONE of the principal difficulties faced by business men and organizations employing large numbers of people is how, in endeavoring to advance the welfare of their employes, this may be done without involving the factor of paternalism that is so strongly objected to by many workers and that frequently renders the project unworkable. An answer to the question was given yesterday by J. C. Penney, head of the Penney chain of retail stores. It was, in general effect, that it is good for neither the employer nor the employe for the latter to receive outright gifts from the former, except in such instances in which it is impossible to promote the welfare of the employe in any other manner.

Mr. Penney's idea is to afford the employe an opportunity to make his own future, his success being limited practically only by his own ability and his desire to work hard. This idea is not theoretical, for, according to Mr. Penney, it has been practiced through the twenty-one years which the Penney stores have been in existence. That it is practicable is shown by the growth of the chain from a single store in Kemmerer, Wyo., in 1902 to the 475 stores in thirty-three States that will be in operation by early Fall. At least 375 of these stores are now doing business.

Under the present system of operation, the real rewards of the business go to the male members of the stores' active personnel. All of them, after they have demonstrated their ability and their willingness to work, have a store managership and part ownership in new stores to look forward to . The clerical workers in the executive and accounting offices of the company in this city, St. Louis and St. Paul, have a similar opportunity to obtain an interest in the business. Some of these employes, who have been with the company for several years, are now part owners of one or more of the stores in the chain.

The saleswomen who are employed in the stores receive a bonus, based on their periods of service and the sales of the women employes, after twelve months' employment. One of the company's women clerks has seen 12 years' service, while several have been employed continuously for seven or eight years.

As said before, however, the chief opportunity for reward in the Penney stores is afforded the young men who do the actual work in those stores. This is the present form of the plan of advancement, as given briefly to a Times reporter yesterday by Mr. Penney.

A young man comes to the Penney Company in one of its stores. After he has proved his ability he becomes head man, or assistant to the manager. He is later put in charge of a try-out store. If he makes good as manager of that, he then becomes manager of a new store with the privilege of buying a one-third interest in it with money loaned him by the J. C. Penney Company, to be repaid from future profits.

The young man is now a part of the Penney Company's chain, and he begins to build future partnerships in other stores. He, as manager, will begin to train a head man in his store and, in time, will recommend him as manager for another store, which is opened by the young man in question. The second young man is then placed in a try-out store the same as the first one was. When he has proved his ability as manager he is sold a one-third interest in a new store, in which he becomes manager and a partner of the first young man. The latter also has a one-third interest in this store. The second young man then begins his part of the chain, in the same way the first one did, by training other men.

In the meantime the first young man has retained the managership of his "mother" store and has promoted another of his clerks to the position of assistant manager. The same procedure is followed with him as with the second young man and, sooner or later, a third store is opened, and the first young man obtains a third interest in that also. He now has a one-third interest in three stores, one of which he continues to manage.

In this way new stores are constantly being opened and thus, in time, the young man used as an illustration obtains partnerships in other stores that grow out of the one in which he was originally interested. The possibilities of growth depend largely upon his own efforts and initiative. He is encouraged in every way to make a success of his store and the other stores he opens.

No manager is permitted by the company to start a new store until he has paid for his interest in his "mother" store and has accumulated a sufficient surplus in cash. Men of the calibre selected by the company, however, usually are so deadly in earnest in their work that the necessary capital accumulates in a surprisingly short time.

When a new store is started, the company loans this store's manager enough money to buy a one-third interest in it. The manager of the "mother" store holds a similar interest. The proposition is particularly appealing to ambitious young men, Mr. Penney said, because while a man is finally eliminated from each chain, there is no limit to the number of chains that may be started out of the second and third stores in which he holds a one-third interest, and in all of which he will be similarly interested.

In training men, Mr. Penney said after explaining the system, we start them on a salary, partly because we want to see how they will manage it. We determine

what it will cost a man to live reasonably well in a small town, where most of our stores are located, and base his salary on that figure and what the volume of the business justifies.

A man's method of using his salary tends to show his capacity for business. If he finds ways to eliminate waste in his own affairs, to practice economy and to get good value for every dollar of his income, it is fairly safe to conclude that he will be able to run his business on the same sound principles. The best recommendation any man can give himself to our company is to live modestly, save his money and reinvest in the chain of stores.

Pottery in Algeria

During the last ten years, and in spite of the late Great War, the production of cereals, cattle, wines, extraction of ores, etc., have been greatly developed but the other industries of this colony have made hardly any progress, so that the Algerians still have to depend upon Paris and foreign countries for many things they require, says a report in "La Ceramique." Algeria, however, possesses large supplies of raw materials suitable for various industries, but these have not yet been studied and are but little known. The department of Constantine is very rich in various sub-soil products. Since 1892, after the discovery of phosphates, the Prefecture issued over 8,500 permits to prospectors; but large quantities are also found of iron, copper, lead, manganese, antimony, mercury, mica, petroleum, etc., and more especially argillaceous earths, which, after baking, give excellent impermeable products. Now since 1891, when C. Dewogt discovered the impermeability of Chinese porcelain (report to the "Académie des Sciences," 1891), M. Sicard Sylvestre, ceramic expert, has also found micaceous argillaceous earths (marls and others) and kaolin, to which M. Bourgeois, director of the Manufacture de Sèvres, gave in 1911 a commercial value at Paris of Frs. 140 per ton, whereas those of Limousin were quoted at Frs. 20 to 40, according to quality; hence the argillaceous, marly earths, baking at a low temperature (about 1,000°), give tiles, pipes, and pottery-ware of a perfectly impermeable character without requiring any additional covering of varnish or enamel. The region of Philippeville, which possesses these micacean materials in various quantities and qualities, might easily be made a centre for the manufacture of all kinds of ceramics, from tiles and bricks up to chinaware of all kinds, not omitting crockery, earthenware, and culinary pottery-ware superior even to those imported from France and abroad; hence instead of sending orders to Marseilles, Vallauris, Limoges, Pouilly-sur-Saone, Saint Maxence, etc., ceramics of all kinds could be produced at Ville-Port and its environs. This region is already an important centre of consumption; in 1913 the port of Philippeville received alone 8 million tiles, according to the Customs statistics, without including Bone, Bougie, Djidjelli, and goods received by the railway coming Algiers. Philippeville is at the head of the railway line from the south, which is being extended daily, and if exportation be also proposed then a centre for the manufacture of ceramics in general could be created there on a scale such as exists nowhere else. There are plentiful supplies of wood for the furnaces, charcoal for the poor gas engines, excellent raw materials for bricks, etc., while there is plenty of good and cheap hand labor. A commencement could be made with this industry, which would yield excellent profits and repay the capital invested, concludes our French contemporary, by opening small factories with facilities for enlarging them as occasion arises.

Cooperation in Foreign Trade.

The value of cooperation and mutual loyalty among the nationals of any given country engaged in foreign trade was appreciated by the earliest traders of history, says Commerce Reports. The ancient Greeks considered it an offence punishable by death to allow trade secrets to be known by competing nations, and stories have come down to us of Greek ships run on the rocks to prevent pursuing vessels of other nations from determining the location of their markets. Under the guild system of the Middle Ages, when the quality of the products of a city determined its prosperity, the cooperation of every one concerned in the manufacture and transportation of those products was required under penalty of discontinuing business. This knowledge of the value of cooperation prevails to the present day in the foreign-trade policies of the exporting nations of Europe, and is brought to our attention daily.

Without a knowledge of this feeling of mutual responsibility between foreign manufacturers and carriers, it would be difficult to understand, for example, why German, French and English goods, packed in containers that American exporters would brand as unfit for export trade, arrive in this country in the best condition, whereas American goods shipped in similar containers would be seriously damaged.

European steamship companies consider the transportation of the products of nationals a patriotic duty. They realize that the growth of the export trade of a nation has a direct bearing on their profits and that the protection and careful handling of export shipments accrues to their benefit as the foreign trade of the country is fostered and advanced. Many of the larger American steamship owners have worked out the same idea in the service they accord to American products intrusted to their care, and have built up a reputation for efficient handling which turns trade to their ships in ever-increasing volume. However, American export trade needs the cooperation of all agencies in finding and holding a place in the highly competitive markets of the world. Further, all parties to an export transaction should realize that prosperity in our foreign trade has a direct bearing on the prosperity of the individual, and should therefore exert every effort in promoting its development.

Nothing is more certain to alienate the foreign buyer

than discourtesy in business correspondence with him. Always the American exporter should remember that the creation of good will is important far beyond the gaining or losing of an individual order. Even when the order has been lost, a courteous acknowledgment of the fact may lay the foundation for orders from the same source in the future. But a display of ill temper is sure to lose what might have been a valuable connection.

Why American Manufacturers Need Export Trade

There are many Americans who believe that we can act in financial and economic matters with indifference to the other nations of the world and that we can ignore those laws of trade and finance that are of universal application and cannot possibly be evaded. Nothing, in fact, is now more certain than that the United States today is inextricably bound, directly or indirectly, in its interests with all the other nations.

There may have been a time in the earlier days of the Republic when the United States was less influenced by general world conditions than today, but there never has been any period when a theory of complete isolation in international relations was really practicable. Our welfare has always been to some extent dependent upon world markets, and our economic organization has been closely related to that of other countries. Today an infinitely complicated network of mutual interests binds us to other peoples as a result of the extraordinary development of our resources and industries and the broadening of interest generally in the last five or six decades.

In earlier and simpler days our international commercial interests were embraced within a comparatively brief list of commodities which we traded with other countries, of which cotton was the most important. The progress which has since been made is nothing short of revolutionary. The construction of the transcontinental railroads following the Civil War and the rapid settlement of the entire Western country operated a vast surplus production of grain, beef, pork and other food products which has flowed into the channels of export trade. The discovery of petroleum and the enormous development of the oil industry added a new item of immense importance to the constantly growing list of products shipped abroad.

It is the extraordinary development of industries in the United States which has been a dominating factor in broadening and multiplying our international trade interests. There are probably few hamlets in the civilized world so remote that there will not be found within it the products of American factories.

The foregoing facts which have been briefly mentioned are sufficient to give some indication of the innumerable ways in which the United States has a "stake" in the general economic welfare of the remainder of the world. We are involved in foreign trade, shipping, banking and investment so deeply now that the question of a possible withdrawal from these activities is no longer open. The only practicable policy is the protection and enhancement of existing interests, and these purposes will of necessity imply our continued active participation in international affairs.

Exports of Earthen and Stoneware

Domestic exports in earthen and stoneware shows an increase for April, the increase being $3,773. Department of Commerce figures for April follow:

Domestic Exports of Earthen and Stone Ware

Countries	Table, toilet or kitchen ware	Other earthen, stone and crockery ware
	Dollars	Dollars
Italy	100	—
England	184	958
Canada—Maritime Provinces	—	67
Quebec and Ontario	256	29,002
Prairie Provinces	1,720	2,717
British Columbia and Yukon	371	182
Costa Rica	—	60
Guatemala	572	57
Honduras	3,489	1,237
Nicaragua	323	—
Panama	191	627
Mexico	260	2,273
Newfoundland and Labrador	—	67
Bermuda	—	1,272
Barbados	—	9
Jamaica	—	147
Trinidad and Tobago	—	21
Other British West Indies	47	240
Cuba	2,575	21,861
Dominican Republic	165	257
Dutch West Indies	—	34
Haiti	15	72
Virgin Islands of U. S.	—	184
Argentina	701	2,367
Colombia	—	714
British Guiana	—	11
Peru	406	259
Uruguay	63	—
China	69	185
Japan	—	147
Philippine Islands	98	490
Russia in Asia	—	9
Australia	—	304
New Zealand	—	560
British South Africa	—	17
British East Africa	—	12
Other French Africa	22	—
Liberia	—	79
Total	11,627	66,498

The Glass Market in Jugo-Slavia

The Belgian Commercial Attaché in the Balkans has sent his Government a detailed report as to the state of the window-glass, plate-glass and glassware markets in this republic. Glass goods and hollow-ware are bought in large quantities by wholesale houses who retail to the small dealers and merchants in the provinces. The two chief centres from which the whole of Jugo-Slavia is supplied are Zagreb and Belgrade. For instance, one single wholesale firm in Belgrade, that of Jika Popovitch of rue du Roi Pierre, places annually more than 20 truck loads of glassware and bottles. The production of bottles and other articles of this kind is insignificant in Jugo-Slavia. Pressed glass is the type most in demand; cut, engraved and ordinary glass also has a fair sale. The same remarks apply to water bottles.



"Thiers" Dinner Service

Finest Open Stock English Porcelain

A rich new design of wondrous delicacy in exquisite motifs is this new matchless decoration. A golden brown jewel effect with its lace like border and daintily conventionalized centre-piece present an attractive new pattern for all occasions.

All handles are finished in coin gold which adds a richness of unusual charm.

Dozens of the best selling dinnerware patterns made by the leading potters of England and the Continent in stock at Import prices.

Write us for samples

Geo. F. Bassett & Co., Inc.

Importers of

Fine China and Earthenware

73 Barclay Street 72-76 Park Place

New York

CAUGHT IN THE NEWS NET

AMERICAN manager for Johnson Bros., George B. Jones, and Mrs. Jones, were passengers aboard the Adriatic, which arrived from Europe on Monday. Mr. Jones, who was quite seriously ill while in England with pneumonia, is feeling very much improved.

Louis Getzoff, head of Getzoff's Inc., the china and glassware shop, 54 W. 50th Street, is receiving the congratulations of his friends in the trade on the arrival on July 3rd, of a fine pair of twins (a boy and a girl), at his home in this city. Both mother and children are doing nicely, and naturally " Louis " is about as proud a man as can be found in New York.

J. Meredith Miller, of Maddock & Miller, Inc., and Mrs. Miller, returned from Europe, aboard the Adriatic, which docked in New York on July 2nd, Mr. Miller had been in England for several weeks on a visit to the various potteries represented by his firm in this country, consulting relative to new lines being brought out.

J. Carl Underwood, Jr., son of the well known manufacturers' agent of the same name, 170 Fifth Avenue, is now a member of his father's organization in the capacity of salesman, and judging from all reports, he is making a very favorable impression with the trade.

A. Klayf, with Koscherak Bros., is at Far Rockaway with his family, enjoying the sea breezes for two weeks, before preparing to go to Chicago in August to take charge of the Koscherak exhibit at the Gift Shop Show.

Arthur A. Bean leaves for Chicago on Friday, where he will open up the display at the Sherman Hotel, for Graham & Zenger, Inc., on Monday, for the China, Glass, Lamp and Housefurnishing Show.

Theodore Jones, former head of the Jones McDuffee & Stratton Co., Boston, was a welcome caller, on some of his friends in the local trade, this week, while here with Mrs. Jones, preparatory to their sailing aboard the *Ohio* on Saturday for a pleasure trip to Europe.

Lee Moses, with Fred'k Loeser & Co., Brooklyn, is planning to leave July 20th for a three weeks' vacation at Jackson, N. H., where he is looking forward to some good golfing, as a means of forgetting the troubles of a china and glassware buyer.

Miss Agnes Hall,, who for a number of years was in the glassware department of Abraham & Straus, Brooklyn, resigned her position with the firm on June 30th, and the following Monday assumed her duties as head of the glassware department of the James McCreery & Co. store, under J. Aldrich, buyer of china and glassware for the concern. Miss Hall has made many friends in the trade, who will wish her every success in her new position.

July Golf Tournament

The July Tournament of the Pottery, Glass and Brass Golf Association, will be held at Arcola Country Club, Arcola, N. J., on Tuesday, the 17th.

The club is reached by ferry at West 130th Street for Edgewater, N. J. Thence by trolley car to Arcola. Boats leave New York about fifteen minutes before car leaves Edgewater. Time from Edgewater to Arcola, 49 minutes. Arcola is between Hackensack and Paterson.

Excellent reports have been received regarding the Arcola course and an enjoyable day may be anticipated.

Entries should be made early, to L. S. Owen, secretary, 126 Fifth Avenue, in order that caddie and luncheon arrangements may be made.

Nonik Corp. Appoints New Agents

Two more representatives have been appointed by the Nonik Glassware Corp., Mohawk Bldg., 21st Street, and Fifth Avenue, to handle the concern's well known plain, cut and decorated blown table and hotel tumblers, stemware soda fountain glassware and specialties for the home—they are R. H. Finch, 265 Candler Annex, Atlanta, Ga., and F. A. Wallenhorst & Co., 21 N. Liberty Street, Baltimore, Md.

Art in Display Makes Rosenthal Showroom Unique

A showroom with ideas, is the new remodeled salesroom of the Rosenthal China Corp., 149 Fifth Avenue. It is entirely different from other wholesale showrooms, and this difference is most conspicuous, because the new layout, with its artistic fixtures, has been especially designed to create the atmosphere of a retail store. This has been achieved with careful attention to all details and the result is a notable success in the display of fine dinnerware and fancy china lines. From the elevator, the buyer enters a square foyer, furnished with an oval table and upholstered stools. Opposite the entrance of the showroom, with its arched doorway, bearing the firm name on a carved oval, is flanked by a display window with small panes. These windows are provided with shelves, on which fine wares are arranged, and illuminated with two white china lamps, with ruffled white silk shades. En-



Dinnerware

The Cleveland

One of the many new patterns
now on display from

H&C. SELB BAVARIA **Heinrich & Co.** H&C. SELB BAVARIA

Selb, Bavaria

Fancy Goods

From the well known

Winterling Factories

Samples in great variety are ready for inspection including

Sugars and Creams, Jugs, Salads, Cakes, Cups and Saucers, Open Edge Ware, Cereal Sets, Tea Sets.

Chicago Exhibit

In charge of Mr. Eugene Blum
Room 1110 Sherman Hotel



Wm. G. Mueller, Inc.

Sole Agents

49-51 West 23rd St., entire 5th floor New York

tering the "shop," the large room is fitted with oval and round display tables with a large kiosk in the center. On either side are wall cabinets, with adjustable shelving below which are open bins for additional display or storage. The woodwork is of cherry finished a brown mahogany, and the regularity is broken up by carved posts, panels and by the turned ornaments which form the canopy. There are no monotonous horizonal shelf lines, and by means of the adjustable shelves of various widths, ornamental china figures and birds are tastefully arranged to create the charming environment which is so conspicuous in the fine retail establishments on the Continent. The fixtures for the three large display rooms were made abroad in the fixture factory of Philip Rosenthal, and the entire suite of showrooms is a replica of the famous Wertheim department store in Berlin.

Birthday of John Wanamaker Remembered

The birthday of John Wanamaker was celebrated on the 11th, in the Wanamaker stores in New York and Philadelphia, with memorial exercises. As was the custom for many years when Mr. Wanamaker was alive, a New York representative went to Philadelphia and placed on Mr. Wanamaker's old desk a bunch of American Beauty roses.

In the New York store thousands of employes gathered at 8:45 o'clock Wednesday morning in the rotunda of the old building around a painting of John Wanamaker framed in red roses and heard the J. W. C. I. choir of 100 voices, boys and girls, sing a number of songs and hymns. Seward L. Bowser, President of the Wanamaker Board of Trade, presided, and an address on "John Wanamaker, our Friend and Inspiration," was delivered by Joseph H. Appel.

Buyers in New York

JUNE 28, 1923

J. Frank O'Brien, china and housefurnishings, Cohen Co., Richmond, Va., 115 West 30th St., care Weill & Hartman.

JUNE 29, 1923

W. W. Dodge, housefurnishings, J. G. Meyers Co., Albany, N. Y., 220 Fifth Ave. (F. Atkins).

Mrs. Capps, art goods, J. L. Brandies & Sons, Omaha, Neb., 212 Fifth Ave.

D. Scales, housefurnishings, M. Rich & Bros. Co., Atlanta, Ga., 1150 Broadway, F. Lilienthal & Co.

W. W. Taylor, housefurnishings and toys, D. M. Read & Co., Bridgeport, Conn., 315 Fourth Ave., D. G. Alliance.

JULY 2, 1923

P. L. Beck, toys, Amer. Wholesale Corp., Baltimore, Md., 354 Fourth Ave.

R. J. Walsh, housefurnishings, O'Connor, Moffatt & Co., San Francisco, Calif., 432 Fourth Ave.

Miss F. Carty, gifts, The Bon Marche, Seattle, Wash., 240 Madison Ave.

JULY 3, 1923

D. Scales, housefurnishings, M. Rich & Bros. Co., Atlanta, Ga., 1150 Broadway (F. Lilienthal & Co.).

R. J. Orr, china, toys and housefurnishings, Hager & Bros., Lancaster, Pa., 315 4th Ave. (D. G. Alliance).

Miss F. Carty, gifts, The Bon Marche, Seattle, Wash., 240 Madison Ave.

W. Jones, glassware, Scruggs-Vandervoort-Barney D. G. Co., St. Louis, Mo., 171 Madison Ave.

JULY 5, 1923

H. L. Falk, toys, The Mode, Boise, Idaho, 352 Fourth Ave., Kirby, Block & Fischer.

B. Palmer, toys, Olds, Wortman & King, Portland, Ore., 432 Fourth Ave.

Nugents To Erect 3 Million Dollar Store

B. Nugent & Bros.' Dry Goods Co., St. Louis, Mo., owners of the department store at Broadway and Washington avenue, have announced that the firm proposes to erect a $3,000,000 nine-story building on the site of the present store, to extend south to the new Federal Reserve Bank Building at Broadway and Locust streets. The owners filed a petition with Fisk asking that they be allowed to erect a continuous building over St. Charles street, which is now bridged between the two units of the store. A one-story arcade would be provided for traffic through St. Charles street.

The proposed new building would have a total frontage of 160 feet on Washington avenue from Broadway to Fourth street.

Full plans for the building have not been completed, and are awaiting action by the Board of Aldermen on the petition. If the Board of Public Service approves, an ordinance would be submitted to the Board of Aldermen authorizing alley vacation and construction of the arcade. The petition states that construction of the new store would mean tripling the number of employes and the present business.

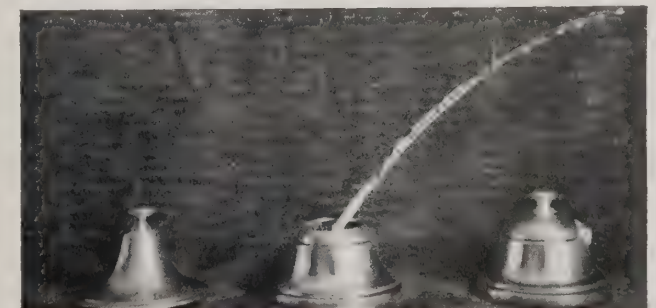
The Nugent firm and four other large stores in other cities on February 2 merged into a new holding company known as the National Department Stores. The five stores at that time were said to be doing an annual business of $33,000,000. The other stores are located—one in Pittsburgh, one in Cleveland and two in Wheeling, W. Va.

How Long Do Dishes Last?

Here is the risk run by the various dishes in the average pantry every year, expressed in percentages:

Cup, 100; dinner plate, 81; tea plate, 72; butter plate, 51; soup plate, 46; saucer, 61; platter, 79; pitcher, 44; suger bowl, 17, and butter pat, 14.

PEWTER WARE



Complete Line Made by
L. H. VAUGHAN Taunton, Mass.
Send for Illustrations and Terms No. 10

Housewares and Toy Shows to Move to Bush Sales Building

Announcement has been made by George T. Keen, manager of the Hotel Imperial, that the National Toy Fair that has been held there annualy since 1916 will in the future be held in the Bush Terminal Sales Building at 132 West Forty-second Street. Other exhibition enterprises of Mr. Keen, including the National Housewares Show, will also be centralized in the building mentioned.

In making the announcement Mr. Keen asserted that he had taken over for a term of ten years three full floors and parts of three others in the Bush Terminal Building. The fifth floor will be put into exhibition use first, with the fourth and third following. Parts of the sixth, seventh and eighth floors will be utilized later. The first show to be held in the new quarters will be the 1924 National Toy Show, which will begin on Feb. 4.

Speaking of the project yesterday, Mr. Keen said that its object was to simplify the problem of visiting buyers of toys and other merchandise by grouping as many exhibits as possible under a single roof. He further said that the physical aspect of the fair would be novel. The floor containing the larger exhibits will be so arranged with booths that each exhibitor will have a private showroom. The corridors between the booths will be like streets, with glass windows in the booths, giving them the effect of stores and permitting the exhibitor to obain the publicity value of stor ewindows. Privacy can be obtained, if desired, merely by drawing the shades. Two other floors will be equipped with open and semi-open booths for smaller exhibitors.

The National Toy Show was first held at the Hotel Imperial in 1916, with eighteen exhibitors. Early this year the 1923 show was held with 157 exhibitors, and it was estimated that about $5,000,000 worth of business was written. All the displays were made by domestic manufacturers, as no manufacturers' agents, jobbers or importers were permitted to show their merchandise at the fair. This rule will be adhered to strictly in the new quarters.

Department Store Sales Gain

May sales in department and chain stores in the New York district increased in comparison with the previous May and with last April, but May sales by wholesale houses, while still above the previous May, were lower than last April, according to figures compiled by the Monthly Review of Credit and Business Conditions of the Federal Reserve Agent here. This report, which will appear in the July 1 issue, will show a gain of 9.4 per cent over May, 1922, in department store sales; a gain of 3.3 per cent in chain store sales, and a gain of 3 per cent in wholesale trade.

This gain is somewhat larger than the average for the past few months, the Review will say. For the first five months of the current year sales were 7.5 per cent above those of the corresponding period a year ago. The gain, as compared with May, 1922, was due in part to higher prices. The average sales check increased from $2.61 last May to $2.85 this year, or 9 per cent. Probably not all the increase was due to higher prices as merchants report that the people are buying a somewhat better quality of merchandise this year.

Stocks held by department stores of June 1 were 7.3 per cent larger, measured by the selling price, than a year ago. As sales have increased more than stocks, the stock turnover is more rapid. Between May 1 and June 1 there was a small decline in stocks, a change which usually occurs at this season.

Sales by mail order houses in May were 39 per cent above those of May, 1922, a somewhat larger increase than in March and April.

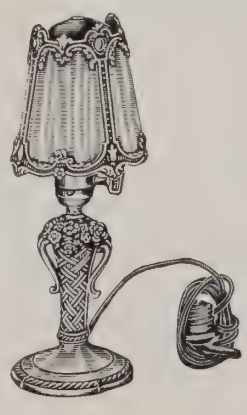
May sales by wholesale dealers, while well above those of May, 1920, were fewer than in March and April. This decrease was due in part to seasonal tendencies, but not entirely, as the decline between April and May was larger than usual.

A continued large volume of business is indicated by reports of chain store systems for May. Sales by all types of stores were larger than in May, 1922, and the percentage of increases were somewhat larger than in April.

For Fall Buyers

Complete New and Novel Lines of Fancy Goods

Now Ready



Some of Our Complete Lines

BRASS-WARES
SMOKERS' STANDS AND SETS
MAHOGANY SERVING TRAYS
MAHOGANY CANDLESTICKS
FLOOR LAMPS
MAHOGANY NUT BOWLS
DECORATED BASKETWARES
SILK SHADES
SILVER-PLATED WARES
FRAMED PICTURES
DESK SETS
ARTIFICIAL FLOWERS
VENETIAN IRON GOODS

George C. Kindt & Co., Inc.
19-21 West 24th Street
Street Floor
New York City

We shall exhibit at the Second National Merchandise Fair, July 23rd to August 3rd, 1923, Grand Central Palace, New York.

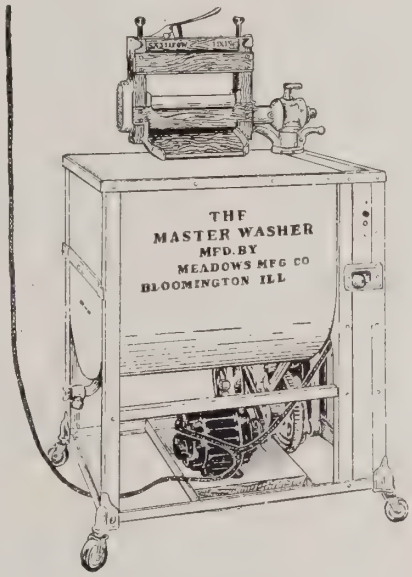
The Washer Under the Spotlight

Advance Sales Over Last Year's Records Shows Big Gain for Dependable Washing Machines in a Wide Market

By Beatrice Miller Wisner

PUTTING over washing machine sales reads like a Horatio Alger salesman's achievement, except that the washing machine sales' story is truth not fiction.

It is not an easy task to construct a washing machine which will do its work rapidly and effectually with no harm to clothing or other materials. Some of the brightest engineers, business men and constructive workers, have put their heads together in an effort to build a machine with adequate agitation, rotary or suction, to properly cleanse articles in the process of washing. If one will closely observe the working principles of these labor savers, their mechanism and agitation, there is at once demonstrated the work and brain power that have been demanded in bringing to perfection a type of machine which will gratify the consumer.



Courtesy of Meadows Mfg. Co., Bloomington, Ill.

The washing machine has come to stay and the demand will continue to increase with coming years, for the reason that the domestic help problem cannot be solved, as long as wages for house working women stand at the high c mark. The old time $1.50 per day washwoman has passed out, and while the initial price of an up-to-date washing machine may seem prohibitive, to the average wage earner, it has been conclusively and statistically recorded that the final yearly running cost of a washer, computing consumption of electricity, etc., is much less than hand laundry, even at ordinary wages.

Women are the bone and sinew of our land, and they must face the world with erect bodies and sturdy health, in order to help work out the coming problems in industry, finance and liberty. Many capable women must of necessity do the home laundry work and still retain their working positions in the world. The washing machine is the saving instrument of household drudgery and the benefactor of the twentieth century.

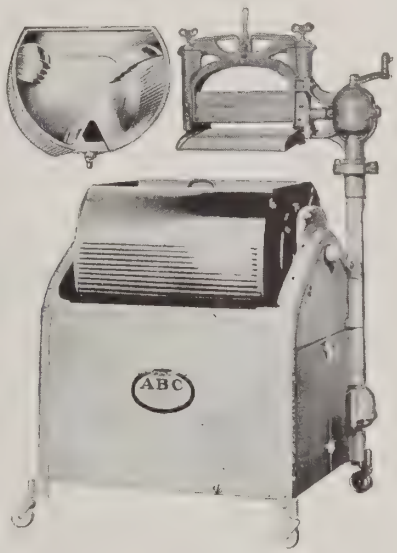
There is no better trade publicity than a washing machine display window. Watch the crowd gather around any window that is demonstrating a washer in full working speed. The interest created is greater than a circus side-show, and nine chances out of ten, this working washer will be the means of bringing countless sightseers into the store, to inquire of the possibilities of such a machine, who may eventually buy the washer.

There have been bigger advertising campaigns devoted to washing machines than almost any other product. Trade papers, dailies, and popular consumer magazines have given glorious illustrations and intelligent text concerning these time savers. This advertising is almost a moral obligation, in order to let the world know how to save women for the benefit of church and state.

Broadcast washing machines and give our Republic women who can stand erect and face their responsibilities, and if needs be take upon their shoulders the crises of National problems and emulate the heroism of the stronger sex—"It is a consummation devoutly to be wished."



Courtesy of the Easiest Way Manufacturing Co., Sandusky, Ohio

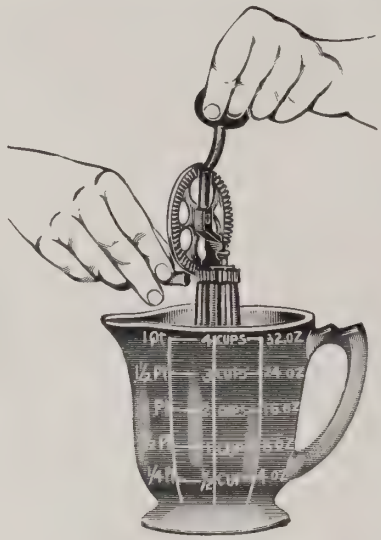


Courtesy of Altorfer Bros., Peoria, Ill.

How Many People Pass Your Store?

How many persons pass the display window of a retail store in twelve hours? This, of course, is a number which will vary with the location of the individual store. But, on the average, it is declared in a bulletin of the California Retail Hardware and Implement Association, the merchant in a town of 1,000 population may count on 178 persons passing his window in this length of time. These are the figures for various-sized towns and cities:

Population, 5,000—890 passing; 10,000—1,170; 15,500—2,670; 20,000—3,560; 25,000—4,450; 30,000—5,340; 35,000—6,230; 40,000—7,112; 45,000—8,000; 50,000—8,900.



The Handiest Measuring Cup on the Market

and on account of its convenience it is meeting with a hearty welcome by housewives the country over. It is plainly graduated in ounces, cups and pints, and is large enough to be used for mixing purposes. The substantial handle is a help when measuring large quantities and the lip makes pouring easy. A ready seller, and a profitable item.

Include this in your next order.

UNITED STATES GLASS COMPANY

General Offices and Salesrooms
South Ninth and Bingham Sts., Pittsburgh, Pa.

New York: 1107 Broadway, E. T. W. Craig, Representative
Boston: 99 Bedford Street, M. A. Lovell, Representative
Baltimore: 110 Hopkins Place, John A. Dobson Co., Representative
Philadelphia: 10th and Market Sts., J. A. Hemple, Representative
Los Angeles: 643 South Olive Street, J. F. Stirk, Representative
Chicago: 30 East Randolph Street, F. T. Renshaw, Representative
San Francisco: 682 Mission Street, F. M. Dunn, Representative
Dallas: Southland Hotel Building, D. D. Otstott, Inc., Representative
Denver, 404 Jacobson Building, Norton C. Boyer, Representative
St. Louis: 1017 Olive Street, J. Donald Fisher, Representative



SYRACUSE China enjoys a popularity that is breaking all sales records. This fine American made china is graceful and beautiful in design. It has a wide range of attractive patterns. It is remarkably durable. Syracuse China is so well made that it will not easily break, nick nor crack. Its sensible price has helped win the grateful appreciation of millions of women.

During 1923, more than two and a half million families in the United States will read about Syracuse China in their favorite publications.

Write us for further information.

ONONDAGA POTTERY COMPANY

Syracuse ∴ **New York**

58 E. Washington St. Chicago, Ill.
342 Madison Ave. New York

SYRACUSE CHINA

German — Dinnerware — English

We want to call particularly to the attention of our friends our new department devoted to European Dinnerware, including both German and English manufactures. We have in stock, ready for Immediate Delivery, a wide selection of very choice patterns sure to appeal to any taste.

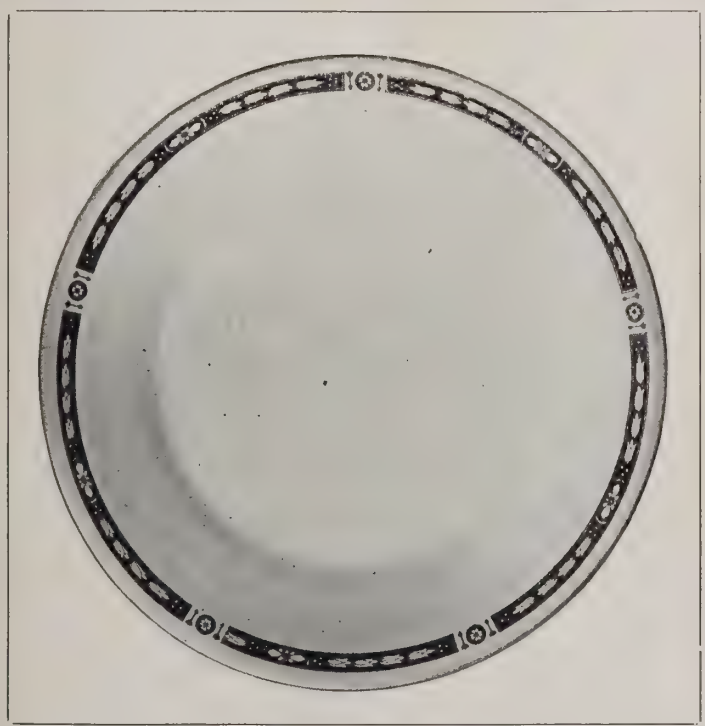
At the same time, our stocks of Japanese wares are more complete than ever, including Cups and Saucers, Fancy China Assortments, Bronze Wares, Lamps and Shades, Novelties, etc.

Taiyo Trading Company

101 Fifth Avenue, New York

325 West Madison Street
Chicago

79 Wellington Street, W.
Toronto, Ontario
H. C. Bedlington



MERCER

Underglaze Decorated Hotel Ware

Half-Thick :: Roll Edge

A new and distinctive underglaze print

"LAUREL"

Printed in bright green under our rich hard glaze.

Every hotel supply house should have at least a sample line of this decoration which is selling wherever it is shown.

Write for samples which we will gladly supply free of charge.

CHICAGO OFFICE: ROOM 408, GARLAND BUILDING, A. G. HALLGREN, REPRESENTATIVE

MERCER POTTERY COMPANY, Trenton, N.J.

One of Our Latest Controlled Patterns in English Dinnerware

RIPLEY

This is an attractive J. & G. Meakin CREATION

Available in
OPEN STOCK
and
ASSORTED CRATES

Make arrangements for the **CONTROL** of this pattern in your City.

Samples, Quotations and full particulars will be cheerfully furnished upon request.

Write us TODAY



RIPLEY

Modern in Style
Perfect in Execution

This pattern is a timely response to the whim of Fashion in Dinnerware designs. The Border is a smart, colorful inspiration of Egyptian Origin that will never fail to arouse a desire for possession. A Gold Line is on the edge, supported by three Lines of Black and one of Yellow, alternately broken by small conventional panels and scrolls in Orange, Black and Yellow. The handles are half Mat Gold.

THE KINNEY & LEVAN CO. - Cleveland, Ohio

Let the Buyer Believe

The greatest enemy of truth is half truth in its various forms—exaggeration, understatement, and misleading presentation of facts, says an article in *Commerce Reports.*

Truth begets confidence. Half truth breeds suspicion, which grows into disbelief.

In the primitive forms of trading the callous principle prevails: "Let the buyer beware." In enlightened commercial intercourse the guiding principle is: "Let the buyer *believe.*"

Slowly but surely the first of these principles has been discarded by merchants of integrity and vision. In the enthusiam of publicity promoters the fanciful touch of half truth has at times been tolerated in advertising. But the good sense of those who are building advertising into a most potent selling force now rejects any departure whatever from fidelity to fact.

"Truth in advertising" has come to stay. It is nowhere more vital than in publicity designed to sell goods abroad.

Some shadow of excuse for half truth on the printed page might be pleaded by those who must dress fleeting news for casual readers. Hence a lower standard is applied to sensational headlines. But this is publicity that dies in a day.

The message that is to live and bear fruit must be indisputably true. Truth is the very foundation of sound merchandising at home and abroad. The confidence that arises from it is the prime essential of success in foreign commerce.

It is for this reason that the commercial film is making headway as an advertising medium in foreign trade. The foreigner who has ruefully found from time to time a discrepancy between promise in print and performance in practice finds proof and confirmation through his own sense of sight.

It is gratifying to note that the export publishers of the country, true to their tradition as pioneers in foreign trade promotion, have banded together to banish, to the best of their ability, conscious misstatement in copy accepted by them for their advertising pages.

These "shop windows of America," scanned by foreign buyers, will have nothing exhibited that is not as represented. But the same standard must be applied to circulars, catalogues, and travelers' words. There must be no sales talk that is not true.

Business Briefs

The Sisson Bros., Welden Co., Binghamton, N. Y. have purchased the three-story building adjoining their store on Washington Street. The price has not been made public and when work of remodelling will begin has not been determined, for leases of tenants in the acquired building will not expire for some time.



WHAT THE POTTERIES ARE DOING



FOR the first time in years, generalware pottery plants in this district have closed down for a summer holiday, the length of which will vary from one to two weeks. So many workers informed department managers of their intent to take a vacation, that it was deemed wise by the manufacturers to give all an opportunity to take a holiday.

The holiday will of course result in a decline in production for the current month, but this will not affect total shipments for the year materially.

During the brief idle period, factory improvements will be made here and there in practically every plant in the district. It has been a steady grind in all shops since production was resumed December last, following the strike. There has been no letup in operations, save the inability of manufacturers to fire kilns in rotation, during the severe cold weather, due to a scarcity of gas. Other than this, all plants have operated to capacity.

Here and there, reports are heard, that many potteries beat previous shipping records, during the first and second quarter period this year. Taking production and valuation of invoices into consideration, many manufacturers have surprised themselves. One of the smaller plants, which heretofore considered a business of $400,000 annually an exceptional record, for the first six months of this year, shows shipments of a little over $300,000 and with three kilns less production than for the corresponding term last year. This is quite possible, inasmuch as breakage has been reduced, and losses in other departments curtailed.

Fred N. Nye, manager of the china and glass department for Auerbach Co., Salt Lake City, Utah, spent several days in the local market last week en route to New York. "We're going to enlarge our department as soon as we get into our new store, which is directly across the street from our present location," Mr. Nye said. "Our business is quite ahead of that of last year, and is increasing right along. We're making a special feature of open stock American ware, and that's what I'm here for now." This is the first visit of Mr. Nye to this market since last January.

Ferdinand Schmidt, head of the Brinsmaid Co., Des Moines, Iowa, was in the market a few days ago anticipating merchandise for fall shipment. Henry Von Hagel, with Sears, Roebuck Co., Chicago, Ill., has returned to his desk after spending a few days here on a similar mission.

"Billy" Tickell, of Baltimore, eastern representative for the E. M. Knowles China Co., is now at the factory, where he will remain several weeks prior to starting out on a summer trip over his territory.

The need for additional production, in the decorating department of the E. M. Knowles China Co.'s plant, Newell, W. Va., has caused the company to order the construction of two additional decorating kilns. The addition was under way this week, and will be completed within the next three weeks, or sooner. At the Chester, W. Va., plant of this firm, kilns are being equipped with oil burning devices, and this will insure the steady operation of this shop, even though a scarcity of natural gas prevails.

Advices have been received here announcing the increase in the capital stock of the Goodwyn Crockery Co., Memphis, Tenn., from $125,000 to $200,000.

C. M. Bonnell, Jr., of the Freight Container Bureau of the American Railway Association, with headquarters at 30 Vesey Street, N. Y., spent last week visiting among the various potteries here, working out a standardization of all kinds of containers, used in the domestic pottery industry. It was pointed out by Mr. Bonnell, that through the use of standard methods of packing, there will result a saving in material used for the construction of containers, a decrease in manufacturing costs, and an improvement of conditions with reference to transportation of glassware and dinnerware.

There is no letup in the demand for dinnerware, so far as the generalware pottery industry is concerned. It is increasing rather than diminishing. Not only is fall business being booked by the manufacturers, but some 1924 specifications have been underwritten. A host of buyers are expected to visit the local market this month, following completion of semi-annual inventories. Buyers know that the market is on a firm basis, and that orders have got to be placed in advance if they expect deliveries, in any kind of seasonable time.

As the situation now stands, all plants are pretty well loaded up for the next three or four months, and some announce that the volume of unfilled business now on the files seem sufficient to insure steady operations for the remainder of the year. Taking everything into consideration, the situation in the domestic pottery industry could not be better.

It is likely that several new dinner shapes will be offered by domestic manufacturers next January. Local modelers have been interviewed, and it is said that commissions will be placed within a few weeks. Only one new shape was offered by this district last January.

D. King Irwin

Suite 305

200 Fifth Avenue

New York

Iroquois China Company

Vitrified Hotel China, Under glaze and Overg'aze Decorations

National China Company

"Quality Dinnerware"

Paden City Glass Mfg. Company

Pressed Tableware, Tumblers, Stemware and Novelties, Blown Tumblers, Light Cut Glass

George W. Murphy

Decorated Glassware

Little if any consideration will be given the general-ware pottery industry during the annual convention of the National Brotherhood of Operative Potters, which will convene in Atlantic City next Saturday and continue for about a week. The majority of the conversations will very likely have to do with the situation in the sanitary branch of the trade, and with the internal affairs of the organization. Present officers will continue.

Adjustments have been recorded in the making price and conditions having to do with particular articles featured by all hotel china manufacturers, at a meeting of the Western China Standing Committee of the United States Potters' Association and one representing the National Brotherhood of Operative Potters. Another meeting of the joint committees will be held in Trenton Sept. 17.

Joseph Wells, son of W. E. Wells, of the Homer Laughlin China Co., has won the amateur golf championship of Ohio for the second time this year, this at the recent tournament at Toledo. He finished six strokes ahead of his nearest competitor.

A petition in voluntary bankruptcy has been filed in the Federal Court at Columbus, O., by the United States Decorating Co., of Wellsville, O. The company has been buying plain white ware from local potteries, and decorating it. The line has been shown at Pittsburgh during the January display season. Liabilities have been given as $3,347.

Hengerer's June China Sale Goes Over Big

The June sale of china and dinnerware featured this year by the Wm. Hengerer Co., Buffalo, proved most successful. With abundant stocks of new shapes and patterns, gathered by Bernard G. Twitchell, the buyer, the ad man had plenty of appealing items to include in his ad. In appearance the store message was attractive in layout, with a number of appealing illustrations of the various items. Good value for the money was an outstanding argument why this particular sale of the " Store of Specialty Shops," induced housewives to buy. In dinnerware, an extensive variety was offered. For example, Haviland china dinner sets were offered at $185, English Porcelain sets at $69.50, American Porcelain sets at $75, down to a French 43-piece set at $22.50, and a 43-piece American porcelain set at $9.95. Weller art pottery at $1.95 in many popular items, yellow mixing bowls in sets of three at 69c, and hundreds of equally desirable items were specially priced for this notable sale.

A Correction

In a recent business brief announcing the purchase of the Sterling Toy Works by the Mason & Parker Mfg. Co., the location of the latter was given as Leominster. We are glad to correct this error, as the Mason & Parker Mfg. Co. are located in Winchendon, Mass., which is known the world over as the " Toy Town of America."

The Smith-Phillips China Co.

East Liverpool, Ohio

"Princess Dinnerware"



"ORADOR" Open Stock—Pattern in Red and Green
Shown on the famous "PRINCESS" Shape

J. W. MACKEY
Sales Manager

Eastern Representatives:
Phillips, Thistle & Smith, Inc.
1107 Broadway
NEW YORK

Chicago Representative:
E. M. Meder
17 N. Wabash Ave.
CHICAGO

Westmoreland Specialty Co.

Grapeville, Pa.



No. 1801 Dresser Set

Manufacturers of High Grade Glassware
Plain, Cut and Decorated
For Gift Shops, Florists and Table Use

Representatives

NEW YORK
H. C. Gray Co.,
200 Fifth Avenue

PHILADELPHIA
Fred Stott
1007 Filbert Street

BOSTON
H. P. & H. F. Hunt,
41 Pearl Street

BALTIMORE
L. S. Fiteman,
404 W. Baltimore Street

SAN FRANCISCO
Himmelstern Bros.
718 Mission Street

DALLAS
D. D. Otstott, Inc.,
Southland Hotel Building

Traveling Representative
R. B. Reineck, 1422 E. Marquette Road, Chicago, Ill.



ANOTHER SUCCESS. Our delightful new No. 95 Pattern as illustrated will meet the unqualified approval of the most discriminating.

THE DUNCAN & MILLER GLASS CO.

WASHINGTON, PA.

Paul Joseph, 90-92 West Broadway, New York.
Murt Wallace, 157 Summer St., Boston, Mass.
W. B. Andrews, 30 E. Randolph St., Chicago, Ill.
Joseph Tomkinson, 1104 Arch St., Philadelphia.
E. B. Hill, Western Representative.
Harry T. Thomas & Co., 29 S. Hanover St., Baltimore.
Marsh & Kidd, 617 Mission St., San Francisco, Cal.

CARROLLTON H CHINA

The

Carrollton Pottery Co.

Carrollton, Ohio

SEMI-PORCELAIN
DINNERWARE

Manufacturers Decorators

New Dinner Service
"SUPERIOR"
(Plain)

Our efficient factory and office organization offers guaranteed quality and excellent service to the department store trade

Representatives:

Herbert K. Connor
East

George B. Fowler
West

Roy E. Henderson
Gen. Mgr.



GLASS FACTORY ACTIVITIES



ANOTHER relic of the olden days in the glass trade hereafter is to be referred to only in history, and that is the Steubenville, O., plant of the Gill Glass Co., one of the original concerns in the country to manufacture chimneys. This plant, located at Franklin St. and the Pennsylvania railroad in Steubenville, has been sold in part to the Standard Oil Co., the final payment for the property being made last week. The Gill Co., is operating a plant at Toronto, and only recently the capacity of that shop was augmented. Now it is said that other extensions are to be made to the Toronto shop. In the olden days, the Gill plant, the Beatty shop and several other glass factories made Steubenville somewhat of a centre in the glass industry.

Sales department managers of factories in the local and West Virginia territory continue to report an active receipt of new business. The seasonable lines are of course in heaviest request, although some inquiry is being received concerning merchandise for fall and holiday delivery. Containers are in heavy request, and factories featuring these lines are working to the limit of capacity. Demand for these specialties and staples at times seems heavier than that experienced a year ago. Blown ware continues, as manufacturers believed it would, to be a heavy seller. Both the plain blown goods and the etched and cut lines are holding their own. Shipments are about normal for this season of the year, although some buyers continue to report more or less delay on transportation.

The United States Glass Co., in taking over the well known McKee mould shops here, now has the largest shop of the kind possessed by any glass concern. In this plant all designing will be done, also all machine and milling work. It also gives the company greater room for expansion in mould making, and it is proposed to concentrate all mould activities of this company in the new plant.

Effective July 9, Bryce Bros. Co., Mt. Pleasant, Pa., will advance common labor 10 per cent. The skilled labor in this as well as in other flint plants, operate under an agreed schedule of wages. Wages of unskilled labor in a number of other glass plants have been advanced of late.

With a capital stock of $200,000, the Louisiana Glass & Mfg. Co., has been formed by James S. Stock, Monroe, La. The plant may be placed in operation early in the fall.

W. H. Duval, salesman for Bryce Bros., Mt. Pleasant, Pa., is spending a season at his old home, Wellsburg, W. Va., where he is also enjoying the companionship of J. Q. Hamilton, now in the real estate business at Wellsburg, but a former salesman for the old Tarentum Glass Co. William B. Bishop, who operated a cigar store in the old Monongahela House, when the annual glass exhibit was held there, and who is now a resident of Steubenville, went to Wellsburg this week to visit with Mr. Duval and Mr. Hamilton.

Because a tank collapsed at the plant of the American Bottle Co., at Brackenridge, Pa., near here, 75 men and boys were thrown into idleness.

All glass factories in this district were idle July 4. The suspension of activities, however, continued only for one day, and operations resumed Thursday.

Just to show the folks how the thing was done—from beginning to end, the Lippincott Glass Co., Alexandria, Ind., entertained a number of business men of that city at lunch in their factory a few days ago.

A charter will be issued at Harrisburg, Pa., next Saturday to the Glass Service Co., Clarion, Pa., which is headed by B. F. Hazelton, Jr.

The United States Glass Co. has begun preliminary work looking forward to the removal of their sample rooms from the present location to their new space in the Jackson Bldg., Liberty Ave., just "'round the corner" from the Ft. Pitt Hotel. It is believed that because of so much work attending the change, that the new sample room will not be opened to the public much before fall.

Portables are selling well, according to the manufacturers of the line in this district. In fact, it is said the general offering is in excellent request for this season of the year. Fall business for this item is being placed by a number of buyers, and in very liberal quantities.

International Reichenberg Fair

The annual International Fair will open at Reichenberg, Czecho-Slovakia, August 11th and continue to the 19th. The exhibits will include a complete representation of the industries of Czecho-Slovakia, embracing the products of Bohemia, Moravia, Silesia and Slovakia. The 3,000 exhibiting firms will be conveniently arranged in twenty buildings on the fair grounds. Prominent among the manufactured products will be Bohemian table and fancy porcelain and glassware and Erzgebirge toys. The Universal Press Syndicate, Thos. Cook & Son and Draeger Shipping Co. of New York are representatives.

BOSTON NEWS NOTES

By

R. B. Hemenway, Representative

BOSTON OFFICE
98
MAY STREET
NEEDHAM
MASSACHUSETTS

NOW that the vacation period has begun, buyers and salesmen alike are slipping away for one or two weeks or a month and the assistants in most cases are just taking care of routine business. There is every indication, however, pointing to renewed activity in the fall. A letter circulated by the First National Bank of Boston says: "Retail trade, New England excepted, is holding up well. This recession in business, which is being felt most acutely in New England, has shown itself in a falling off of orders and has brought about marked curtailment in manufacturing. It seems clear that no excessive stocks of goods exist and that manufacturers, wholesalers and retailers do not propose to take any undue risks in increasing inventories. The conviction that the present recession is temporary and in a nature of a readjustment is quite generally held and consequently a feeling of optimism prevails regarding fall business. This opinion is based on the fact that the symptoms which preceded the 1921 deflation are almost entirely lacking."

Announcement has been made of the marriage of Ernest C. Alward and Miss Alma Miller Kinnie, at Stoneham. Mr. Alward formerly owned a store in that town and is the treasurer of the Quality Manufacturing Co., of Woburn, manufacturers of mops and kindred lines. The couple will be "at home" after Sept. 15, at 21 Pleasant Street, Stoneham.

Another wedding of interest which occurred last Monday morning is that of Joseph Galligan, assistant to John Martin of the Jordan Marsh & Co. organization, to Miss Anna Melody.

Christopher H. Hurlburt, buyer for the D. M. Read Co., Bridgeport, is receiving the sympathy of his friends following the death of his mother.

James J. Fagan, formerly with the McWhirr outfit of Fall River and later with J. White & Sons Co., Boston, is now located with the Outlet Co., of Providence, where he has charge of the kitchen furnishings department.

Saul Goldberg of Lawrence has opened his summer home at Hull for the summer and can be found on his front piazza enjoying the breezes from the ocean every spare minute from now until fall.

"Tom" Maguire, with Louis Wolf & Co., has also opened his summer home at Old Orchard and Ripley Wiley can be found at Lake Wentworth in the town of Wolfboro, N. H.

Chester W. Pingree, with the Taiyo Trading Co., sounded the keynote when he says, "There is nothing gained by staying around the office this month; if there is any business to be had, you've got to go after it." Consequently, he is making a tour of Maine and will follow along in other territory as time permits.

The Boston office of Edward Miller & Co., widely known lamp manufacturers, Meriden, Ct., was closed last Saturday all day while the whole force, executives, salesmen and clerks, went to Meriden for a day's outing. The crew left in the early morning and returned to Boston in the early evening and had a wonderful time. Association between the various branches of such a business can have only the most helpful influence upon all connected with the organization.

Japan's Exports

Declared exports from Nagoya, Japan, to the United States for the quarter ending March 31, 1923, reported by Consul H. F. Hawley, show a gain of $78,492, or more than 13 per cent over the like period of 1922. These figures indicate that the recovery reflected in exports for the last quarter of 1922, is continuing and justify the expectations of the Japanese dealers in porcelain and earthenware, that the schedules in the new American tariff will not affect their business adversely. In addition to larger crockery exports, there was also increases in toys and wooden ware. Comparative figures are:

	Three months ending March 31, 1922	Three months ending March 31, 1923
Pottery—		
Porcelain:	Value	Value
Table ware, decorated	$298,121	$408,305
Table ware, plain	16,350	41,632
Other decorated	6,619	9,580
Other plain	3,284	959
Totals	$324,374	$460,476
Earthenware:		
Table ware, decorated	$ 2,464	$ 4,059
Other, decorated	12,461	24,444
Other, plain	87	206
Totals	$ 15,016	$ 38,709
Toys—		
Dolls, porcelain	$5,213	$14,059
Other, porcelain	1,407	4,749
Paper	1,048	996
Wooden	372	3,176
Other	455	1,483
Totals	$8,495	$24,463
Wooden Ware—		
Lacquered	$1 443	$2,323
Other	1,681	1,217
Totals	$3,124	$3,540

Chicago Show a Merchandising Magnet

Third Exhibit at Sherman Hotel Opens July 9 With Big List of Exhibitors Showing Wares from Over 200 Factories

BUYERS the country over are alert to the opportunity presented them at the Third Chicago Exhibit of Glass, Pottery, Lamps and House-furnishing to be opened next Monday, July 9th, at the Hotel Sherman and in local show rooms.

Following two successful shows the Chicago Association under whose auspices the exhibit is being held, decided to hold two buying weeks during the summer months. This time the buyers will be enabled to combine business and pleasure on a trip to Chicago which will prove a real vacation, as well as affording him an opportunity to purchase fall stocks from the new samples of more than 200 factories.

Eighty display rooms either in the Sherman Hotel or conveniently located in the loop will take part in this mammoth exhibit.

For several months past, the Chicago Glass, Pottery, Lamps and House-furnishings Association has been conducting an intensive advertising campaign, under whose auspices the Second Chicago Exhibit is being held. It will be well to note here that the Chicago association is incorporated, not for profit, and the money for conducting the advertising campaign is paid by the exhibitors collectively.

Following are the representative exhibitors and the rooms where their respective lines are attractively displayed for buyers:

Acme Metal Goods Mfg. Co., Newark, N. J. Room 1202, Hotel Sherman.

Acme Rubber Mfg. Co., Trenton, N. J. 9 N. Wabash Ave.

Albright China Co., Chicago, Ill. Room 25, Palmer House, Chicago.

Alliance Vitreous China Co., Alliance, Ohio. Room 200, 17 N. Wabash Ave.

Aluminum Cooking Utensil Co., Chicago, Ill., Room 1642, 111 W. Washington St.

Aluminum Specialty Co., Chicago, Ill. Room 201, 17 N. Wabash Ave.

American Casserole & Specialty Co., Brooklyn, N. Y. Room 1203, Hotel Sherman.

American Stamping & Enameling Co., Massillon, Ohio. 9 N. Wabash Ave.

Anchor Manufacturing Co., New York, N. Y. Room 302, 17 N. Wabash Ave.

Applegren, C. G., Chicago, Ill. Room 1203, Hotel Sherman.

Art Glow Mfg. Co., Chicago, Ill. Room 201, 17 N. Wabash Ave.

Art Industries, Inc., New York, N. Y. Room 302, 17 N. Wabash Ave.

Art Industries, Inc., New York, N. Y. Room 1135, Hotel Sherman.

Artistic Metal Products Corp., Newark, N. J. Room 302, 17 N. Wabash Ave.

Athens Glass Co., Morgantown, W. Va. Room 301, 17 N. Wabash Ave.

Atlantic Import Corp., Chicago, Ill Room 302, 17 N. Wabash Ave.

Automatic Wire Goods Mfg. Co., New York, N. Y. Room 1202, Hotel Sherman.

Basket Importing Co., Inc., New York, N. Y. Rooms 909-910, Hotel Sherman.

Bellaire Enamel Co., Bellaire, Ohio. Room 1204, Hotel Sherman.

Benjamin & Leipzig, Inc., New York, N. Y. Rooms 401-403, 17 N. Wabash Ave.

Berghoff Importing Co., Chicago, Ill. Room 1205, Hotel Sherman.

Bersted Manufacturing Co., Chicago, Ill. Room 1205, Hotel Sherman.

Block, J. L., & Son, New York, N. Y. Room 1016, Hotel Sherman.

Borin Manufacturing Co., Chicago, Ill. Room 1206, Hotel Sherman.

Bowman, Geo. H., Co., Cleveland, Ohio. Room 300, 17 N. Wabash Ave.

Braun, J. G., Chicago, Ill. Room 1106, Hotel Sherman.

Brown-Reddrop, Cleveland, Ohio. Room 903, Hotel Sherman.

Browne, W. G., Mfg. Co., Kingston, N.Y. Room 1202, Hotel Sherman.

Brush-McCoy Pottery Co., Zanesville, Ohio. Room 1003, Hotel Sherman.

Buckeye Aluminum Co., Wooster, Ohio. Rooms 401-403, 17 N. Wabash Ave.

Buffalo Mfg. Co., Buffalo, N. Y. Rooms 401-403, 17 N. Wabash Ave.

Burke Studios, Chicago, Ill. 9 N. Wabash Ave.

Cambridge Glass Co., The, Chicago, Ill. Room 311, 17 N. Wabash Ave.

Carlstein, Martin, Chicago, Ill. Rooms 1111-1112-1114-1115.

Cassidy Co., Inc., New York, N. Y. Room 1107, Hotel Sherman.

Castrucci's Studio, Cincinnati, Ohio. Rooms 1104-1105, Hotel Sherman.

Cataract-Sharpe Mfg. Co., Buffalo, N. Y. Room 201, 17 N. Wabash Ave., Chicago.

Catlin Mfg. Co., St. Louis, Mo. Room 1200-A, Hotel Sherman.

Chicago Lamp & Frame Co., Chicago, Ill. 9 N. Wabash Ave.

Classique Lamp Studies, Chicago, Ill. Room 1100, Hotel Sherman.

Colonial Lamp & Fixture Works, Chicago, Ill. Room 1119, Hotel Sherman.

Commercial Reed & Rattan Co., Boston, Mass. Room 1203, Hotel Sherman.

Consolidated Lamp & Shade Co., Chicago, Ill. Room 1111, Hotel Sherman.

Continental Silver Co., New York, N. Y. Rooms 401-403, 17 N. Wabash Ave.

Coolee Engineers, The Cleveland, Ohio. Room 310, 17 N. Wabash Ave.

Cooper-Olsen Co., Chicago, Ill. Room 1100, Hotel Sherman.

Cuyler Shade Co., Chicago, Ill. Rooms 1104-1105, Hotel Sherman.

Davenport Ladder Co., Davenport, Ia. Room 1202, Hotel Sherman.

Davies Glass & Mfg. Co., Martins Ferry, Ohio. Rooms 906-907, Hotel Sherman.

Diamond Glassware Co., Chicago, Ill. 180 N. Wabash Ave.

Eagle Mfg. Co., Wellsburg, W. Va. Room 310, 17 N. Wabash Ave.

Eagley, Morrison & Co., No. Girard, Pa. Room 1202, Hotel Sherman.

Ebenezer Cut Glass Co., Ebenezer, N. Y. Rooms 401-403, 17 N. Wabash Ave.

Economy Tumbler Co., Morgantown, W. Va. 9 N. Wabash Ave.

Elite Lamp Co., Chicago, Ill. Room 1141, Hotel Sherman.

Farber, S. W., Brooklyn, N. Y. Room 1204, Hotel Sherman.

Fenton Art Glass Co., Williamstown, W. Va. Room 301, 17 N. Wabash Ave.

Fletcher Enamel Co., Chicago, Ill. Room 201, 17 N. Wabash Ave.

Ford Electric Co., Detroit, Mich. Rooms 1104-1105, Hotel Sherman.

Fostoria Glass Co., Chicago, Ill. 159 N. State St. (Corner Randolph).

Friedman, Jos., Metalware, Inc., Brooklyn, N. Y. Room 1235, Hotel Sherman.

Gearon Shade Co., Chicago, Ill. Room 1141, Hotel Sherman.

Gill Glass Co., Philadelphia, Pa. Room 302, 17 N. Wabash Ave.

Graham & Zenger, New York, N. Y. Rooms 914-915, Hotel Sherman.

Grand Rapids Wire Products Co., Grand Rapids, Mich. Room 1202, Hotel Sherman.

Greener, H. M., Sales Co., Chicago, Ill. Room 1202, Hotel Sherman.

Hall China Co., E. Liverpool, Ohio. Room 1006, Hotel Sherman.

Handy Things Mfg. Co., Ludington, Mich. Room 1202, Hotel Sherman.

Harrison, Arthur & Co., Chicago, Ill. Room 1155, Hotel Sherman.

Hartman-Malcom Co., Chicago, Ill. Rooms 1104-1105, Hotel Sherman.

Haven Company, Chicago, Ill. 9 N. Wabash Ave.

Heinrich & Co., Selb, Bavaria. Room 1110, Hotel Sherman.

Helm & Soukup, Chicago, Ill. Room 302, 17 N. Wabash Ave.

Hesse, Michel, St. Louis, Mo. Room 1125, Hotel Sherman.

Hocking Glass Co., Chicago, Ill., 180 N. Wabash Ave.

Holmquist Swanson Co., Chicago, Ill. Room 1204, Hotel Sherman.

Home Electric Sales Co., Chicago, Ill. Room 1141, Hotel Sherman.

Hopewell China Corp., Hopewell, Va. 9 N. Wabash Ave.

Horton, Elsie, Studios, Minneapolis, Minn. Room 1108, Hotel Sherman.

House Furnishing Journal Co., Chicago, Ill. Room 1240, Hotel Sherman.

Howard Dustless Duster Co., Boston, Mass. Room 1203, Hotel Sherman.

Huntington Tumbler Co., Huntington, W. Va. Room 301, 17 N. Wabash Ave.

Imperial Glass Co., Bellaire, Ohio. 9 N. Wabash Ave.

Importers' Corporation, The, Grand Rapids, Mich. Rooms 1104-1105, Hotel Sherman.

Indiana Glass Co., Dunkirk, Ind. Room 310, 17 N. Wabash Ave.

Interstate Aluminum Co., Chicago, Ill. Room 201, 17 N. Wabash Ave.

Jeannette Glass Co., Jeannette, Pa. Rooms 401-403, 17 N. Wabash Ave.

Jenkins, D. C., Glass Co., Kokomo, Ind. Room 310, 17 N. Wabash Ave.

Jones, Ira A., Co., Chicago, Ill. 9 N. Wabash Ave.

Kamenstein, M., Brooklyn, N. Y. 220 N. State St., Chicago, Ill.

Kandle Kraft, Spokane, Wash. Rooms 1104-1105, Hotel Sherman.

Katz, Frank M., & Co., New York, N. Y. Room 1112, Hotel Sherman.

Kelly & Reasner, Chicago, Ill. Room 310, 17 N. Wabash Ave.

Kewaskum Aluminum Co., Kewaskum, Wis. 9 N. Wabash Ave.

Kiss Brothers Mfg. Co., New Haven, Conn. Room 903, Hotel Sherman.

Kohler Die & Specialty Co., DeKalb, Ill. Room 1202, Hotel Sherman.

Kopf, Marcus S., Chicago, Ill. Rooms 1204-1238, Hotel Sherman.

Lancaster Glass Co., Lancaster, Ohio, Room 904, Hotel Sherman.

Liberty Gauge & Instrument Co., Cleveland, Ohio. Room 1201, Hotel Sherman.

Ling, John H., Chicago, Ill. Rooms 1111-1112-1114-1115, Hotel Sherman.

Lippincott Glass Co., Alexandria, Ind. Room 916, Hotel Sherman.

Lippincott Glass Co., Alexandria, Ind. Room 310, 17 N. Wabash Ave.

Little-Jones Co., The, Inc., New York, N. Y. Room 1126, Hotel Sherman.

Littlestown Hdwe. & Foundry Co., Littlestown, Pa. Room 1202, Hotel Sherman.

Lotus Cut Glass Co., Barnesville, Ohio. Room 908, Hotel Sherman.

MacLeod Mfg. Co., Chicago, Ill. Room 1202, Hotel Sherman.

Maibrum Co., Inc., The, New York, N. Y. Room 1118, Hotel Sherman.

Manning, Bowman & Co., Chicago, Ill. 216-222 N. Michigan Ave.

Marion Glass Mfg. Co., Marion, Ohio. 9 N. Wabash Ave.

Marks, M. M., Chicago, Ill. Room 1119, Hotel Sherman.

Martin Glass Spoon Co., New York, N. Y. Room 302, 17 N. Wabash Ave.

Martin's Mercantile Co., Chicago, Ill. Rooms 1114-1115, Hotel Sherman.

Maryland Glass Co., Cumberland, Md. Rooms 401-403, 17 N. Wabash Ave.

Massillon Aluminum Co., Massillon, Ohio. Room 1238, Hotel Sherman.

McAnulty Co., The, Chicago, Ill. Room 201, 17 N. Wabash Ave.

McKee Glass Co., Jeannette, Pa. Room 310, 17 N. Wabash Ave.

McNicol, T. A., Pottery Co., East Liverpool, Ohio. Room 1004, Hotel Sherman.

Meder, E. M., Chicago, Ill. Rooms 401-403, 17 N. Wabash Ave.

Metallic Pottery Co., Meriden, Conn. Room 903, Hotel Sherman.

Minerva Mfg. Co., Minerva, Ohio. Room 300, 17 N. Wabash Ave.

Minnemeyer, W. G., Chicago, Ill. 180 N. Wabash Ave.

Morton Pottery Co., Morton, Ill. Room 1116, Hotel Sherman.

Mosaic Shade Co., Chicago, Ill. Room 1109, Hotel Sherman.

Mound City Glass Co., Lumberport, W. Va. Room 903, Hotel Sherman.

Mount City Glass Co., Lumberport, W. Va. Room 310, 17 N. Wabash Ave.

Mueller, Wm. G., Inc., New York, N. Y. Room 1110, Hotel Sherman.

Mutual China Co., Indianapolis, Ind. Rooms 1009-1010, Hotel Sherman.

National Glass Novelty Co., New York, N. Y. 9 N. Wabash Ave.

Newark Art Lamp Co., Newark, N. J. Room 310, 17 N. Wabash Ave.

New Martinsville Glass Mfg. Co. New Martinsville, W. Va. Room 301, 17 N. Wabash Ave.

New Martinsville Glass Mfg. Co., New Martinsville, W. Va. Rooms 906-907, Hotel Sherman.

New Standard Corp., Mt. Joy, Pa. Room 1203, Hotel Sherman.

Newton, Earl W., & Associates, Chicago, Ill. 9 N. Wabash Ave.

Newton, Earl W., Co., The, Bowling Green, Ohio. 9 N. Wabash Ave.

Nichthauser & Levy, Brooklyn, N. Y. Room 1204, Hotel Sherman.

Niloak Pottery, Benton, Ark. Rooms 401-403, 17 N. Wabash Ave.

Noe, Wm. R., & Sons, New York, N. Y. Room 1122, Hotel Sherman.

Northwood, H., Co., Wheeling, W. Va. Room 310, 17 N. Wabash Ave.

O'Brien & O'Brien, Chicago, Ill. 220 N. State St.

Owen China Co., Minerva, Ohio. 9 N. Wabash Ave.

Owen China Co., Minerva, Ohio. Room 1008, Hotel Sherman.

Pacific Importing Co., Seattle, Wash. Room 1124, Hotel Sherman.

Paden City Pottery Co., Paden City, W. Va. Rooms 401-403, 17 N. Wabash Ave.

Paramount Glass Co., Star City, W. Va. Room 302, 17 N. Wabash Ave.

Parch-O-Lite Co., Chicago, Ill. Room 1114, Hotel Sherman.

Peerless Light Co., Chicago, Ill. Room 1102, Hotel Sherman.

Phillips Glass Co., Cincinnati, Ohio. Room 302, 17 N. Wabash Ave.

Polar Ware Co., Chicago, Ill. 111 West Lake St.

Pope-Gosser China Co., Coshocton, Ohio. 9 N. Wabash Ave.

Porter, C. B., Co., Philadelphia, Pa. Room 1203, Hotel Sherman.

Postel, Mack H., Chicago, Ill. Room 1016, Hotel Sherman.

Premier Mfg. Co., Chicago, Ill. Room 1100, Hotel Sherman.

Queen Mfg. Co., Chicago, Ill. Room 1236, Hotel Sherman.

Queen's Pantry Co., Chicago, Ill. Room 201, 17 N. Wabash Ave.

Radiant Lighting Fixture Co., Chicago, Ill. Room 201, 17 N. Wabash Ave.

Rainaud, H. E., Co., Meriden, Conn. 9 N. Wabash Ave.

Reed, Evan L., Mfg. Co., Danville, Ill. Room 1204, Hotel Sherman.

Rehberger & Saul, New York, N. Y. Room 201, 17 N. Wabash Ave.

Republic Stamping & Enameling Co., Chicago, Ill. Room 1208, 111 W. Washington St.

Reynolds Aluminum Co., Chicago, Ill. Room 201, 17 N. Wabash Ave.

Riviere Brass & Bronze Co., New York, N. Y. Room 1117, Hotel Sherman.

Rockford Peerless Furn. Co., Rockford, Ill. Rooms 401-403, 17 N. Wabash Ave.

Rome Manufacturing Co., Rome, N. Y. Room 1431, 14 E. Jackson Blvd.

Royal Metal Mfg. Co., Chicago, Ill. Room 1207, Hotel Sherman.

Salem Brothers, Chicago, Ill. Room 201, 17 N. Wabash Ave.

Saunders, D., Co., Chicago, Ill. Showroom, Room 201, 17 N. Wabash Ave.

Sauquoit Toilet Paper Co., Utica, N. Y. 9 N. Wabash Ave.

Schaller, Oscar, & Co., Successors, Kirchenlamitz, Bavaria. Room 1110, Hotel Sherman.

Schaller, Oscar, & Co., Successors Schwarzenbach, Bavaria. Room 1110, Hotel Sherman.

Schlueter Mfg. Co., St. Louis, Mo. 9 N. Wabash Ave.

Shmidt, Hugo W., Picture Frame Co., Detroit, Mich. Room 1103, Hotel Sherman.

Schmidt, Hugo W., Co., Detroit, Mich. Room 1103, Hotel Sherman.

Security Elec. Co., Chicago, Ill. Room 1204, Hotel Sherman.

Seneca Glass Co., Morgantown, W. Va. 9 N. Wabash Ave.

Sheboygan Aluminum Co., Chicago, Ill. Room 201, 17 N. Wabash Ave.

Shepherd Co., Jackson, Mich. 9 N. Wabash Ave.

Simpson, Lewis H. & Co., Chicago, Ill. Room 301, 17 N. Wabash Ave.

Smith-Phillips China Co., East Liverpool, Ohio. Showroom 401-403, 17 N. Wabash Ave.

Space, Dover Clothes Rack Co., Kendallville, Ind. Room 1202, Hotel Sherman.

Stage-Kashins Cut Glass Co., Lawrenceville, Pa. Room 302, 17 N. Wabash Ave.

Stamping & Tool Co., La Crosse, Wis. 9 N. Wabash Ave.

Steiner, A. W., Chicago, Ill. Room 1005, Hotel Sherman.

Sterling Lamp Shade Co., Detroit, Mich. Rooms 1104-1105, Hotel Sherman.

Stubes & Kuck Co., Peoria, Ill. Room 1202, Hotel Sherman.

Summit China Co., The, Akron, Ohio. Room 300, 17 N. Wabash Ave.

Sunshine Cut Glass Co., Cleveland, Ohio. Room 903, Hotel Sherman.

Susquehanna Cut Glass Co., Columbia, Pa. 9 N. Wabash Ave.

Thompson Studios, Wilmette, Ill. 9 N. Wabash Ave.

Tucker & Dorsey Mfg. Co., Indianapolis, Ind. Room 1241, Hotel Sherman.

JULY 9-21

Everybody's Coming!!

Join the crowd. Be one of the hundreds of progressive buyers who are coming to visit the

THIRD CHICAGO EXHIBIT

of

Glass, Pottery, Lamps & Housefurnishings

July 9-21 inc.

Hotel Sherman and Local Showrooms

Get away from the grind for a week or two and come to Chicago in the height of the Summer Season. Inspect the displays of new Fall merchandise and make your selections from the complete lines.

(See list of exhibitors in this issue.)

Then visit the beaches, the parks and boulevards. It's a wonderful opportunity for a combination business and pleasure trip. Don't pass it by!

Glass, Pottery, Lamps & Housefurnishings Association

(Not for Profit)

9 N. Wabash Ave., Chicago, Ill.

DON'T FORGET THE DATE—JULY 9-21

USA ALBRIGHT CHINA

THE ALBRIGHT CHINA CO.

Factories at

Carrollton, Ohio Scio, Ohio

POPULAR PRICED DINNERWARE OF QUALITY

Three shapes

Glendere—Fancy Shape

Highland—Plain Shape

Pilgrim—Octagon Shape

EXCLUSIVE DECORATIONS

MAIN SALES OFFICE
Room 25
Palmer House
Chicago, Ill.
I. E. MINCKS, *Sec'y.* and W. T. DARDEN, *Mgr. of Sales,* in charge.
Factory Office
Carrollton, O.
J. I. LORE, *Treas.* in charge.

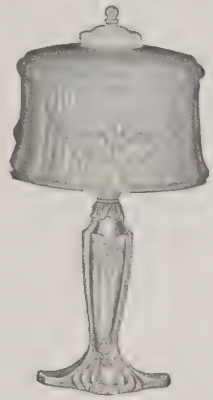
USA ALBRIGHT CHINA

Pittsburgh LAMPS OF DISTINCTION Pittsburgh

Two Recent Additions to the "Pittsburgh" Line



S-1557½



S-1558½

On Display at Our Principal Show Rooms

Pittsburgh New York Philadelphia Chicago St. Louis

PITTSBURGH LAMP, BRASS & GLASS CO.
PITTSBURGH, PA.

OUR ADVERTISING DEPARTMENT

Results for clients have built this department until it now engages all the time of three advertising men and nine artists, handling the planning, writing, illustrating and placing of advertising for more than a dozen clients.

LET US TALK TO YOU ABOUT YOUR ADVERTISING.

ROBERT RAWSTHORNE COMPANY

ARTISTS : PHOTOGRAPHERS : ENGRAVERS
PRODUCERS OF DISTINCTIVE ADVERTISING
"Pittsburgh's Complete Advertising Service"
HEEREN BUILDING AT EIGHTH AND PENN
PITTSBURGH, PA.

CANONSBURG POTTERY CO.

Canonsburg, Penna.

Offer Their New

CLARMONT SHAPE

ATTRACTIVELY DECORATED

REPRESENTATIVES:

H. BENEDIKT, East
JAMES SHAW, West

SAMPLE ROOM AT FACTORY

WANTED

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

HELP WANTED

SALESMEN wanted to carry a quick selling side line of novelties consisting of torchires, candlesticks, book ends, console sets, etc., for a Philadelphia concern. Liberal commission paid. Write Box 267, care CROCKERY AND GLASS JOURNAL.

REPRESENTATIVE wanted for each State by manufacturer of Decorated and Imported Glass. Box 270, care CROCKERY AND GLASS JOURNAL.

WANTED—Salesmen in all parts of the United States, Canada and Cuba who have sufficient capital to act as jobbers carrying and collecting their own accounts to sell direct to the trade our Live Line of Light Cut Glass, Tableware and Specialties. We will ship in your name direct to your customer allowing you a liberal discount. Give financial references, territory covered (and how often) and lines now represented in first letter. Box 268, care Crockery and Glass Journal.

FOR SALE

FOR SALE—New stock of china and cut glassware at a sacrifice. Present owner cannot devote time to this department; only one competitor in town of 15,000. Wonderful chance for someone with small capital. Lillick Electric Co., Iowa City, Iowa.

Speeding Turnover on Housewares

(*Continued from page* 36)

proposition. If a woman is going to buy a preserving set a month from now, she probably will buy it now if it is brought to her attention effectively. It happens in actual practice that much more merchandise is sold this way. If the dealer counts on a short, snappy season, he is going to order some merchandise in a lot. He may not have nearly enough to fill his requirements or too much. It is difficult to say which is the more disheartening—to have repeated calls for merchandise that you cannot fill, because you do not have it, or to be caught with some leftover stock that you cannot sell because you ordered too heavily. By beginning early, by forcing the season, the dealer does not have to rush things, and can sell more goods and make more profits than by the other method. This is why we encourage our customers to make their plans far in advance, or rather why we present to them in advance, plans we already have made for them."

The accompanying illustration shows an attractive window recently displayed by Hahne & Co., Newark, N. J. Notice the perfect balance and harmony which exists throughout the entire window. There is no crowded appearance and the eye can easily view the entire display without being distracted by too many appeals for attention. Window displays must be varied to meet different conditions. Perhaps the best special sale window is one that is jammed full of merchandise. Mirro, however, shows up to best advantage in a quality display such as featured in this window. As aluminum ware is one of those lines which makes a strong appeal to the purchaser through its beauty, it is especially well adapted for display purposes. This is a point dealers should bear in mind and utilize frequently to increase their sales. However, in addition to its beauty durability is also a feature. To assist dealers to arrange attractive displays, the Aluminum Goods Mfg. Co., will furnish cut-out display cards like the one illustrated in the Hahne window.

Lord & Taylor Declare 18 Per Cent Dividend

Directors of Lord & Taylor, at their monthly meeting yesterday, declared a dividend of 18 per cent on the second preferred stock, payable August 1 to stockholders of record July 14. Samuel Reyburn, president, in commenting on the action, said that the board "felt that the financial conditions of the company justified the payment of the dividend." Dividends on this stock have been in arrears since May 1, 1914. On August 1, 1923, dividends amounting to 74 per cent, or nine and one-quarter years, will have accrued. Mr. Reyburn added that "unless something unforeseen happens, the board feels that we will be in a position to continue the regular quarterly dividend of 2 per cent."

Selling Oversea Customers

Writers and lecturers on foreign-trade promotion have insisted that Americans must accommodate their export production to the likes and dislikes of the foreign customers, says Commerce Reports. One hears this same demand made of the mills in Great Britain, despite the fact that British mills have gone so far toward satisfying the whims and caprices of a varying multitude of customers, in the innumerable small markets of the world, that they find it absolutely impossible to put any appreciable percentage of their plants on a mass-production basis. Each mill turns out a large number of small quantities, involving constant readjustment of machinery and organization.

American mills have two alternatives—to follow the British custom and reorganize their mills accordingly or to make the radical effort to "sell" in the world's markets their quantity production of fewer designs.

The first alternative has been forced on many American mills during the past two years, when domestic distributers bought in "hand-to-mouth" quantities, and one hears from producers that orders of this character are not all to their liking. Still, the experience proved that American mills can manufacture and sell on this basis if necessary.

On the other hand, can the "simplification program"—the policy of fewer standard products—be applied to oversea markets? The United States prides itself (and rightly) on its tremendous advance in salesmanship and advertising. Certainly there is no reason why a concentration on foreign sales campaigns similar to that applied to domestic sales should not result in oversea "*mass distribution*" of our mass production. In a number of lines of goods we can sell the people of the world—ultra conservative as they sometimes are—"what they want" and still supply the goods from domestic stocks without much, if any, alteration in design.

Such a sales campaign requires patience and consistent effort in season and out, and we must not forget that there is no nation in the outside world to-day that can be sold as if it were a State in the American Union.

OXIDES — SULPHATE **COBALT** NITRATE—CARBONATE

POWDER BLUE

B. F. DRAKENFELD & CO. INC.
ESTABLISHED 1869
50 Murray Street, New York
Potters Savings & Loan Building, East Liverpool, O.

The Roessler & Hasslacher Chemical Company NEW YORK
BRANCHES:
Cleveland, O. Chicago, Ill. Trenton, N. J. New Orleans, La. Boston, Mass. Pittsburgh, Pa Philadelphia, Pa. Kansas City, Mo. San Francisco, Cal.

Liquid Bright Gold
Overglaze—Colors—Underglaze
Liquid Lustre Colors—Oxides and Bodies for Decorating and Coloring

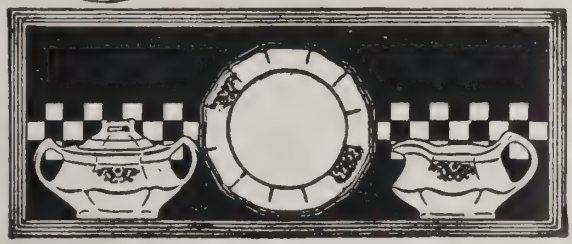
CHEMICALS
Minerals and Oxides
—for—
Pottery, Glass, Enameled Ware, Tile, Clay Products

Fac-Simile of Label. "MADE IN AMERICA."

America's Leading Ceramic Material House

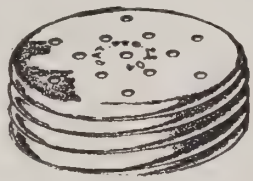
HIGHEST GRADES.

LIMOGES CHINA



THE LIMOGES CHINA CO., SEBRING, O.
New York Representative
E. V. Weiss, 874 Broadway, corner 18th Street
Telephone: Stuyvesant 6667

Sole Owner of the Patent
Celluloid Cap & Metal Ring Co., Inc.
NEPERA PARK, N. Y.



Celluloid "Salt and Pepper" Caps
ALSO CELLULOID DISCS.
We carry about fifty stock sizes of caps; and are also prepared to supply special sizes to order. Write us for prices and samples.

WILLIAMSBURGH FLINT GLASS CO.
MANUFACTURERS OF GLASSWARE.
Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all COLORS. Private Moulds Worked.
FACTORY:
255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y
New York Office: 290 Broadway

Buy Early to Build Fall Sales

(*Continued from page* 31)

a Buyers' Lamp Trade Directory. Carrying its own cover, this second section is in fact a separate publication. By this arrangement the entities of each are distinct and their value and convenience for reference as a buying directory of the trades is considerably increased. With every constructive factor indicating prospect of a good and healthy trade in the future, the best advice we know is to buy adequately for fall requirements. Overstocking should be avoided, but the bad effects of poor stock assortments should not be overlooked. And when it comes to buying, every retailer must fall back upon his own judgment, for his class of trade and needs of his community are the best and only dependable guides to follow.

Toy Orders Good

Toy manufacturers will close the half-year period with a business booked that is much ahead of the same time last year. Buyers, according to a trade authority, have specified earlier shipping dates than in 1922. Re-orders have come through for the variety of toys that have been suitatble for Spring and Summer sale. In certain instances, largely because of local labor shortages, some manufacturers have found it necessary to work their plants overtime in order to meet their shipping dates. It is said that there is a greater tendency than ever to push toys as all-the-year-round items, and considerable success along these lines has been reported. Retailers are being urged to put a certain amount of their toys on display when they reach the store, on the theory that a larger volume of toy business can be done apart from what is considered the regular toy or holiday season.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, ***Successors, 67-69 Irving Place, near 18th St.***

Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, ***35-37 West 23d St.***
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots

GEO. F. BASSETT & CO., ***73 Barclay St.***
"The Dinnerware House of America."

L. D. BLOCH & CO., ***37-41 East 18th St.***
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND SPODE CHINA AGENCY, ***43 West 23rd St.***
Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

JOHN DAVISON, Inc., ***14 Barclay St.***
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., ***135 Fifth Ave.***
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, ***43 Murray St.***
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., ***920 Broadway, corner 21st St.***

HAVILAND & CO., ***11 East 36th St.***
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, ***39-41 West 23d St.***
Ahrenfeldt French China.

MADDOCK & MILLER, ***39-41 West 23d St.***
Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., ***105-107 East 16th St.***
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., ***53-57 West 23d St.***
Japanese Goods.

LA PORCELAINE LIMOUSINE. ***39-41 West 23rd St.***
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., ***184 Fifth Ave.***
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China Metal Goods and Housewares Trades

PAUL A. STRAUB & CO., ***105-107 Fifth Ave.***
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., ***96 to 102 Church St.***
A. J. Wilkinson's, Ltd., J. H. Weatherby & Sons, Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

L. STRAUS & SONS, ***42, 44, 46 Warren and 116 Chambers Sts.***
Importers and Manufacturers.

TAIYO TRADING CO., Inc., ***101 Fifth Ave.***
Successors to Takito, Ogawa & Co. and the Tajimi Co. Japanese and Chinese Goods. Catalogues upon application. Tel.—Stuyvesant 3823. Chicago Office, 327 West Madison St.

B. TOMBY, ***20 West 23d St., Representing:***
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, ***24 West 23d St.***
Sole agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, ***65 Barclay St.***
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., ***104 Fifth Ave.***
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, ***255 Fifth Ave., between 28th and 29th Sts.***
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., ***Cox & Company, Representatives, 120 Fifth Ave.***
"The House of New Ideas." Cameo Etchings and Encrusted Coin Gold.

BRYCE BROTHERS COMPANY.
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., ***New York Salesroom, 184 Fifth Avenue.***
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., ***Fredk. Skelton, Representative, 200 Fifth Ave.***
Colored and Iridescent Glassware.

ECONOMY TUMBLER CO., ***Morgantown, W. Va. Cox & Co., Representatives, 120 Fifth Ave.***
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., ***141-147 Fifth Ave.***
Pressed and blown glassware. Chas. L. Weddle, Representative.

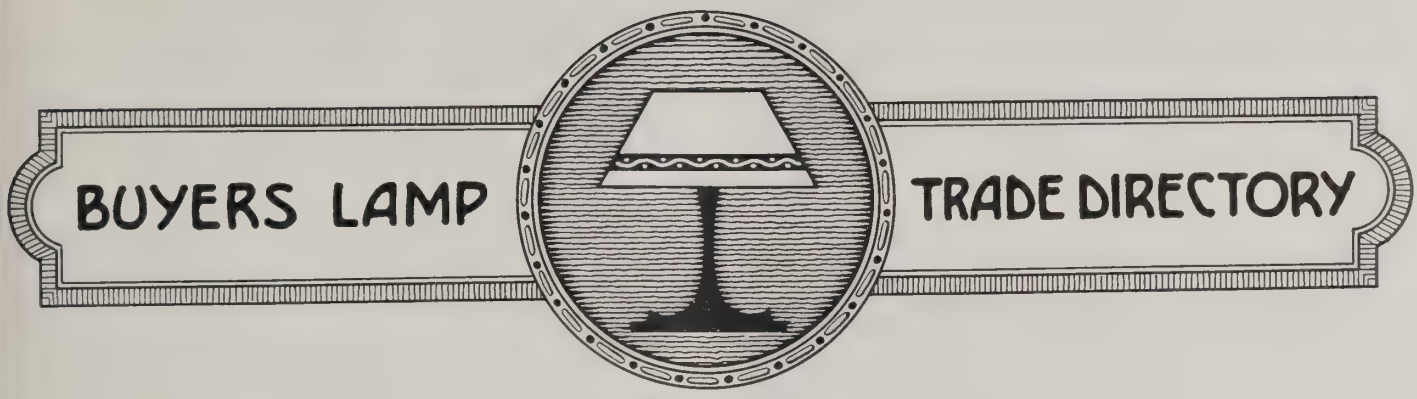
GILLINDER & SONS, Inc., ***224 Fifth Ave.***
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. *T. W. Hamilton, Representative,* 139 *Fifth Ave.*

SUSQUEHANA CUT GLASS CO., ***T. W. Hamilton, Representative, 139 Fifth Ave.***

WESTON GLASS CO., ***T. W. Hamilton, Representative, 139 Fifth Ave.***

UNITED STATES GLASS CO., ***Albemarle Bldg., 24th St. and Broadway.***
Pressed and blown glassware.



Modern Tendencies in Lamp Retailing

Big Demand and Appeal of Beauty Combined With Utility, Makes Lamp Retailing Attractive Merchandising Proposition

THE great increase in volume of lamp sales in the department and furniture stores has led to the broadening of this business, until today it has reached the point of exclusive lamp shops.

Far-seeing business men quickly recognized the opportunity in the retailing of lamps and many gift shops and high class music stores are now carrying an attractive lamp department. In fact, lamps can now be found on sale in many different classes of stores in addition to department and furniture houses. There are even a number of drug stores, where lamps are sold. The lots carried in these establishments, of course, are limited usually to a small assortment of boudoir and desk lamps.

Exclusive lamp shops have been springing up in larger cities all over the country in the last few years, and many of them have developed a very attractive business. New York and Chicago now have many such shops.

The accompanying illustration of the Garfield Lamp Shop in Chicago, is an example of a highly successful, specialized lamp store. The interior decorations are, indeed, handsome, and the bungalow effect carried out on the rear wall gives a homely and inviting atmosphere to the place. The prospective buyer who enters is immediately impressed with the beauty and arrangements of the interior. This leads the customer to imagine how certain grouping of lamps will beautify her own home. The lamps are neatly arranged and although the assortment is large and all available space used for display purposes, there is no appearance of crowding and each lamp can be inspected thoroughly without being removed from its position on the floor. The show case in the front of the store is used for small lamp shades of various materials and for such fittings as fringe, tassels and finals. The lighting of the store, while well appointed is not bright, the managers believing the light from their samples on the floor to be more effective.

The windows of this shop are artistically arranged and changed frequently in keeping with the season. The illustration shows a window suggesting a lamp as an appropriate gift for the June bride. The center of the display attracts attention by use of dolls, dressed as bride and groom. A card in the lower center of the window reads "A Gift for the June Bride." Twenty lamps are grouped about the center figure in-

WITH this issue the Buyers' Lamp Trade Directory makes its first bow to the trade. While issued as a supplement and second section of the Crockery and Glass Journal, it is a complete publication in itself—a distinct and, we believe, representative number, devoted exclusively to lamps and lamp shades. Appearing at this time with the Fall Buying Number of the Crockery and Glass Journal, we believe the Buyers' Lamp Trade Directory will, like its parent publication, fill a very definite need in the trade it has been prepared to serve. As the Crockery and Glass Journal is dedicated to the trades it serves and to no other interests, so the Buyers' Lamp Trade Directory is likewise dedicated. But with this difference, that it covers but one industry. It is our ambition to make it the exclusive trade paper of the lamp distribution industry—a comprehensive reference number and directory for the buyer. To what extent this desire has been attained in this first issue we will leave entirely to the opinion of the trade. It is their common interests in promoting and developing the distribution of lamps we sincerely wish to serve, and we believe that the announcements of the representative concerns whose advertisements appear in these pages, indicates there is a real field for a publication of this kind. And in all ways we shall strive to justify the faith which the trade has placed in us.

cluding a variety of all styles, yet there is no crowding for space to detract from the genuine beauty of the display.

This example of coupling up sales in the retail lamp shop with seasons of the year, suggests one of many ways in which the wide-awake lamp merchant can keep his store active the year around.



Art in Window Display Is Shown in This Well Arranged Arrangement of the Garfield Lamp Shop

In discussing the possibilities and future of the exclusive lamp store, the head of the Garfield Lamp Shop said, that success depends upon the individual behind the institution. By this he means that in order to make a success of the business it is necessary to fill the requirement of the most particular customer. If a woman has seen a lamp or shade in a friend's home and wants something similar with probably a different color scheme, the proprietor of the store must be able to either make the lamp desired or to have such manufacturing connections that it will be possible to satisfy the customer in question. Indeed, it takes a versatile manager to bring in customers and be able to satisfy their thousand and one requests for special lamps and shades. The Garfield Lamp Shop has been in existence for eight years. Its first store and factory comprised only 800 square feet. The present institution now has 12 times this amount of floor space. The location of the store is in an outlying business section of Chicago—not, as you might imagine, in the neighborhood of wealthy homes, but rather in a section containing mostly apartment buildings.



On the Sales Floor the Merchandise Is Tastefully Arranged Without Crowding

Another angle to the retailing of lamps in the present day is the possibility of lamp chain stores. The success of chain stores in groceries, hardware, paints and drugs has led a group of manufacturers to launch a chain of retail lamp stores in Chicago. Three of these stores are already in operation and considered quite successful. It is expected that others will be added to the chain during the present year. When three or four manufacturers making varied lines of lamps and shades have such an outlet as offered by the chain store, there is no doubt that they can give the customers better values and an adequate selction.

While the exclusive lamp shops, no doubt, will rapidly come to the front from this time on, department stores will more than likely continue to increase their sales of lamps and shades. The public has been educated to the use of more lamps in the home and the average living room which formerly had but one table lamp now has from three to five lamps of various styles. It is the belief of the biggest lamp manufacturers and buyers that the idea of beautifying the home with more lamps is gaining greater momentum from day to day.

Business Sound, Says Banker

The present business situation is sound and there is nothing on the surface indicating other than a continuance of this condition, is the opinion of Arthur Reynolds, president of the Continental & Commercial National Bank of Chicago.

Mr. Reynolds spent last week in New York, and in the last two weeks has talked to a number of executives in various lines of trade and industry in the West and Middle West. He feels decidedly optimistic as a result of this investigation of conditions.

"I can see nothing ahead that will prevent good business at least into next spring," said Mr. Reynolds. "I do not believe it is a tremendous business, because we probably have passed the peak. But operations should continue at a substantial rate for some months to come."

Mail-Order Sales

Following will be found a summary of sales of mail-order houses for May and June this year, with comparisons:

Mail-order	June, 1923	June, 1922	May, 1923
Sears-Roebuck	$13,333,349	$10,910,108	$18,465,379
Montgomery Ward	11,612,004	8,655,443	10,796,431
Total	$24,945,353	$19,565,551	$29,261,810

Mail-order	Six months 1923	1922	Change
Sears-Roebuck	$106,777,257	$82,503,225	1 29.4
Montgomery Ward	64,437,020	41,800,471	1 54.7
Total	$171,214,277	$124,303,696	1 37.7

Lamp Ad. Ideas That Win

Efficient Merchandising Demands That the Public be Informed of the Goods Stocked and Live Stores do not Neglect to Write Good Advertisements

MERCHANDISING lamps and shades has so many strong points from the angle of sales, that it is less difficult to inaugurate a definite and nicely balanced advertising campaign, than in many other divisions of retailing. There is, for instance, the great psychological aspect—the appeal to beauty. While this attraction is to a very large extent found in the beautiful and lustrous silks which are utilized today by shade manufacturers, the appeal is likewise most strongly suggested by the artistic designs and the big variety of finishes, in the lamp bases. And, moreover, there is one of the strongest sales arguments known in the combination of beauty and richness with that of comfort and utility. Thus, when we merchandise lamps, we possess a variety of appeals and having the additional advantage of a very large potential demand among the public, it is not surprising



that the turnover and sales volume in this class of merchandise is big and is steadily growing bigger.

This physchology of advertising is a mighty interesting subject and it is so vital a part in ad writing that it cannot be omitted. In good and successful ads. it is most carefully considered. In badly written and illustrated ads. it is often slapped in but whatever success the advertisement has as a sales builder, is to a very great extent dependent upon this one far reaching science of the mind; its instincts and emotions. The "ear marks" of a good advertisement may be incorporated in any copy written, and as an ideal newspaper head is supposed to answer the questions, who, what, where, when, so should every ad. be written to be seen, to be read, to be believed and to be remembered. With all these angles considered in writing the copy, there is not much left to chance and it stands a big chance of making a record.

To begin with, the ad. should have an attractive heading. This may be a strong phrase or it may be obtained through a strong and attractive illustration, or it may be gained by the whole appearance of the advertisement. It is essential that the eye and mind be appealed to. Contrast, art, color and form all have great possibilities in proving effective in securing the reader's attention. Another essential is that the ad. must follow this up by holding the interest. To catch the eye is the first step, to secure the attention is the second step. To fail in either is to fail in making the ad. space drive home the store's message. To hold the reader's interest, the ad. must convince and satisfy.

But this is not going quite far enough. The reader must remember. If the eye of a customer is caught by your lamp advertisement and his attention is arrested sufficiently long enough to read your printed message, your ad. should be written well enough to be remembered. In other words, if your ad. illustrates or describes any



kind of a lamp that the reader would like to have in the home, then your ad. should create the impression that your store is a good place in which to purchase it.

Let us then look over a few good advertisements of

leading retail stores, for much can be learned by seeing the concrete evidence in lamp ads. of the most successful kind. Take The Fair store ad., for instance. It is one of the successful comparative price messages. It stresses prices and plays up the value of the fine merchandise offered. That is it does, not only in the heading in bold



type, but in the illustrations, and the descriptions of the different items. This particular ad. occupied a full newspaper page, and it proved a very big sales builder.

Of the class type, expressing dignity and distinction is the small space message of Ovingtons. This ad. is a graphic illustration of what may be accomplished in a few well chosen words, an attractive picture and sufficient white space left to display to nice advantage. This ad. occupied about one-sixteenth page of newspaper space, but it is a message that not only attracted attention, but was probably read by a large percentage of the people who scanned the paper it appeared in.

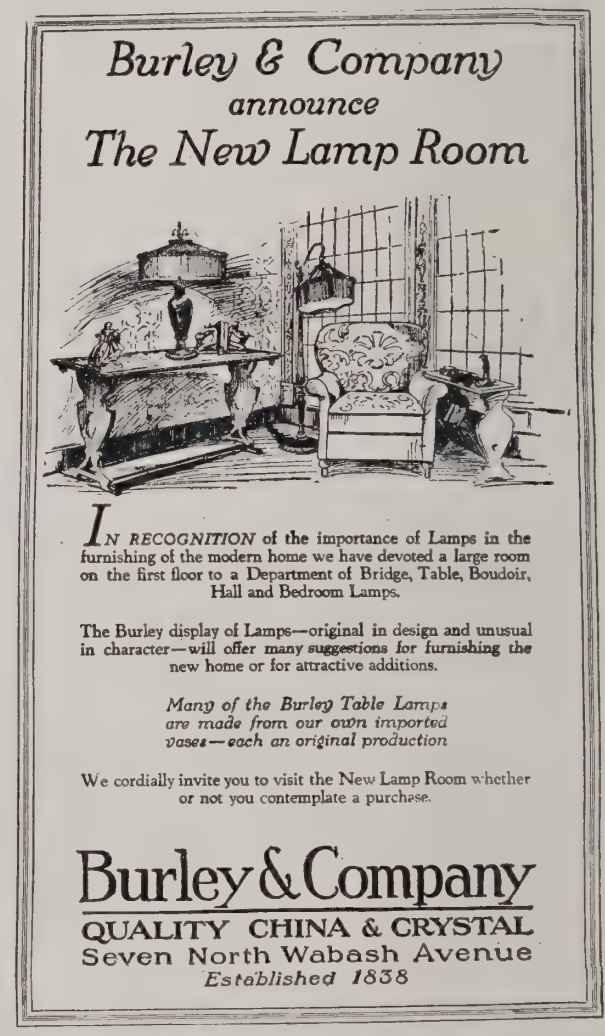
Likewise expressing distinction and reflecting good taste is the Lord & Taylor lamp ad. While four types of lamps have been pictured, notice how the illustrations are so worked into the layout that they balance the picture. Prices are given, but values are not stressed, and plenty of white space has been left to snap out the ad. strongly.

Of the prestige building type is the Burley & Co., advertisement illustrated. This occupied a newspaper space about nine by five inches. No attempt has been made to picture any particular items of merchandise. The whole tone of the ad is nicely worded to convey the message, that here is a store which specializes in lamps which go into the well furnished homes of people of discrimination and culture. Advertising of this kind reflects quality, and while stores which make use of comparative prices in their ads., also carry quality goods and often use this type of advertising appeal, this particular advertisement with its well written appeal to refinement, is one of the most attractive store messages of its kind we have seen.

Window Display Contest at Merchandise Fair

In rendering service to the retail trade in general the National Retail Dry Goods Association expects to achieve an unusual success through the window display contest, one of the several novel features arranged during the period of the Merchandise Fair at Grand Central Palace, which will run from July 23 to August 3.

The retail trade considers artistic window dressing one of the most important aids to business, and the contest in

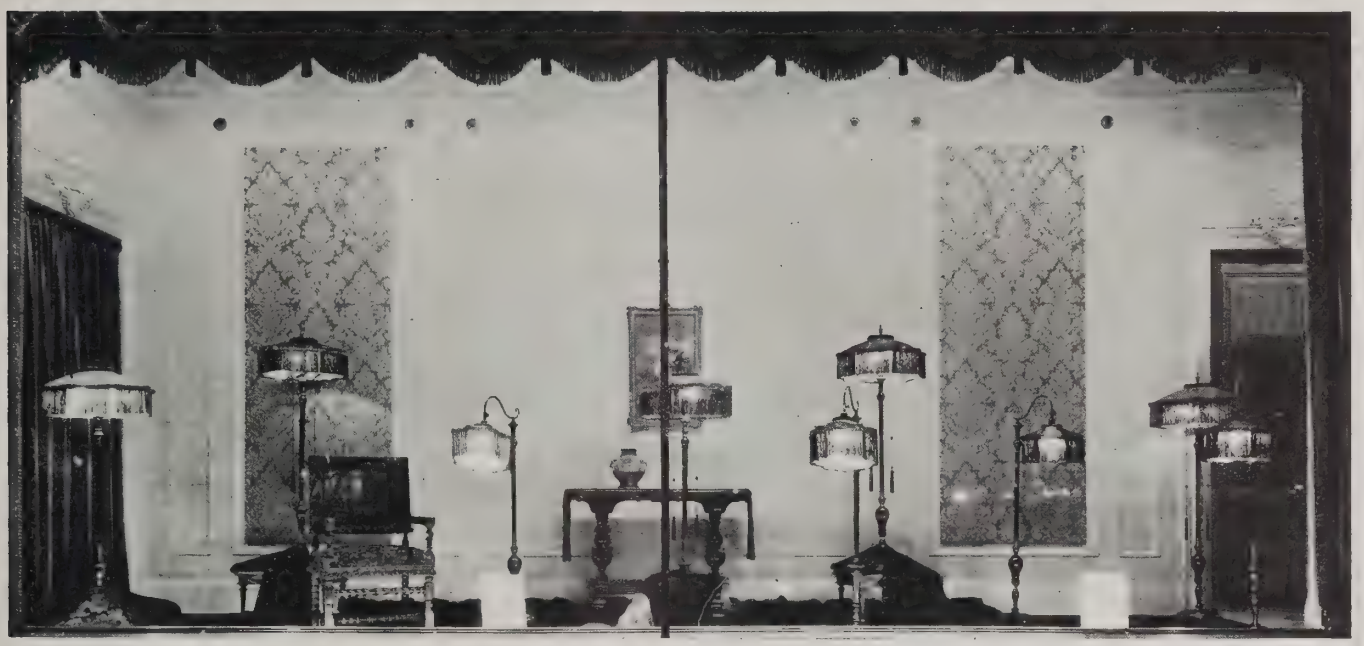


question, it is believed, will enlist the attention of the most successful specialists in that line. If this is the case it will mean that thousands of merchants will return to their stores with a mine of novel ideas that can be modified or elaborated for use in their own shops for many months to come.

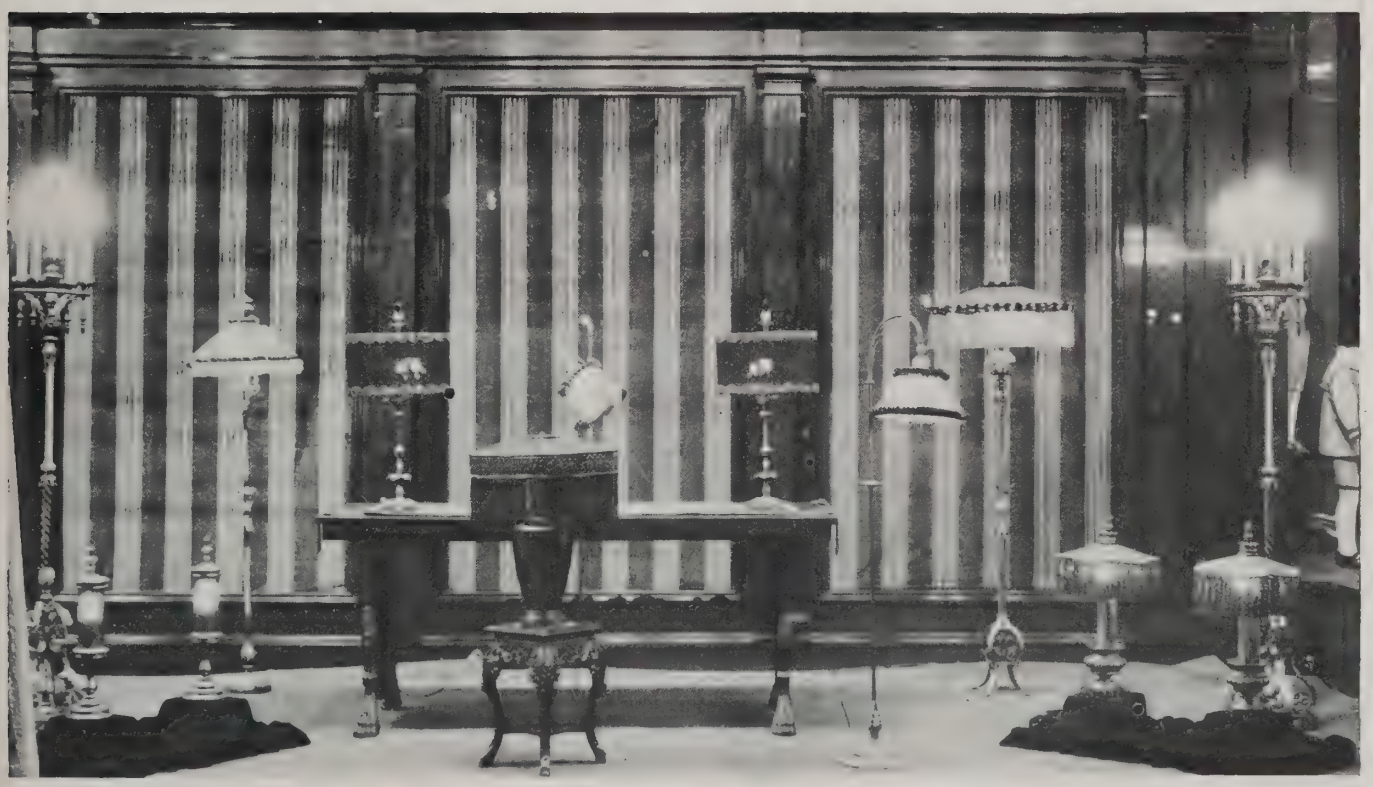
The plan under which the contest will be conducted is to set aside a special section of the Palace in which will be erected at least twenty show windows. They will be in a long row and will be of various lengths and depths.

Window Displays of Well Known Stores

Not how many lamps, but how a carefully selected few can be attractively arranged to show up the good points of the various types and designs. That is the basic principle of the modern window trim. How the appeal to buy is emphasized by the clever suggestion of creating something approaching the atmosphere found in the well furnished home, is a significant touch. Window displays such as illustrated are outstanding examples of the fine art of merchandising. There is no monopoly on good taste, and the small store manager can do much along the artistic lines exemplified in these examples.



L. Bamberger & Co., Newark



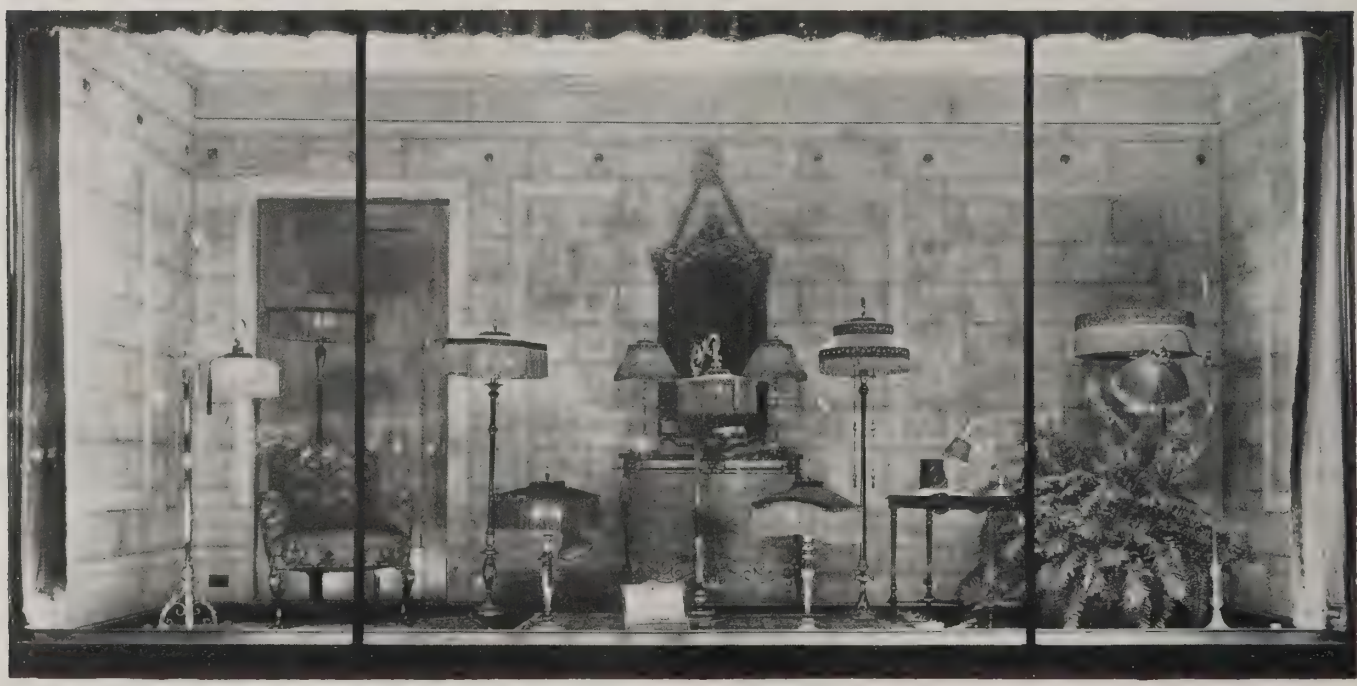
Stern Bros., New York



A. I. Namm & Son, Brooklyn



J. W. Green Co., Jersey City



Abraham & Straus, Brooklyn

Optimism Shines in Lamp Factories

Rapid Expansion of Lamp Manufacturing Industry Records Notable Progress in Past Six Months, With Business on Solid Foundation

WHILE general business conditions have been on the up grade for the last six months, this advance has probably been more pronounced in the Lamp Industry than in any other line of business. The growth of the Lamp Industry during the past year has been nothing short of remarkable. This is demonstrated by the expansion of the older firms engaged in making lamps and shades, as well as the springing up of hundreds or possibly thousands of new companies manufacturing these lines and all the accessories thereof.



In the upper photograph is shown the new "Exco" lamp factory. In the lower photograph the new "Almco" factory. Both plants are considered to embody the "last word" in lamp manufacturing facilities

Back of this remarkable growth are certain fundamentals which make for permanency in the Lamp Industry. Among these are the wide-spread realization of the necessity of many lamps for beautification of homes and the multiplied uses that are now being made of handsome and cleverly designed lamps in residences, restaurants, hotels and many other public and commercial places.

Sales have been stimulated by reason of the ingenuity of the designers and artists who are continually bringing new lamps and better lamps on the market. Never before has there been such an array of lamps in hundreds of thousands of shapes and different materials as is now being shown in the department stores, furniture stores, lamp shops, and gift shops.

In New York and Chicago this expansion is being demonstrated by the capital recently invested in buildings, new factories and plants for the making of lamps.

Edward C. Ruttenburg of the Art Lamp Manufacturing Co., Chicago, manufacturers of the Almco Lamp, has purchased the 99-year leasehold estate, and improvements consisting of a modern 7-story and basement building, located at 1433-37 South Wabash Avenue. There is a frontage of 80 ft. on Wabash Avenue, and a depth of 171 ft. This property is just north of the Coliseum. It contains a floor area of 100,000 square feet. The annual ground rent is $7,750, making the ground value on a 5 per cent basis, $155,000. Mr. Ruttenberg's company occupies the entire building for producing and selling Almco lamps, having moved from his recent location at 6 N. Franklin Street. He says that the first floor is devoted to the finest display of lamps in the United States.

Work has begun on a $400,000 plant for the International Lamp





No. 100-G

LUXOR
EGYPTIAN FINISH

Polychrome Metal Lamps



Latest designs artistically arranged. Hand turned and hand finished gold leaf lamps—to meet the demand of the particular buyer—

Silk Georgette Shades, hand tailored—

An established business built on its merchandise — its service — its method of doing business and its repeat orders.

Catalogue mailed upon request

THE GEARON COMPANY

Manufacturers of the Geisha Girl Silk Shade

1323-33 Blue Island Avenue Chicago, Ill.

Telephone
Madison Sq. 5172

Z. HORIKOSHI & CO.

71 Madison Avenue
New York
Established 1894

COLORED JAPANESE SILKS

36 Inches Wide
All Colors In Stock

For Immediate Delivery

Branches

Baltimore : 5 Hopkins Pl.
Boston: 201 Devonshire St.
Chicago : 140 So. Dearborn St.
Philadelphia : 1033 Chestnut St.
St. Louis : 923 Washington Ave.

and Furniture Corporation, at the Southeast corner of 47th and Spaulding Avenue, Chicago. The new building will adjoin the factory of the Superior Furniture branch of the corporation, just completed and in operation at 3301 West 47th Place. It is understood that eventually the Lamp corporation's plant will cover the entire block. International Lamp, capitalized at $3,000,000, is a consolidation of four Chicago lamp and furniture manufacturers: the International Lamp Manufacturing Company, the Garden City Upholstering Company, the Superior Furniture Company, and the Standard Lamp Manufacturing Company. The Superior Furniture Company, makes upholstered furniture; the new lamp plant will be devoted to davenports on one floor and in the remainder of the three-story plant, everything that goes into lamps, from the standard to the metal fixtures, will be manufactured. The company also has a plant in Jackson, Mich., and showrooms in New York, Chicago and Los Angeles. They will also have a showroom in the new building.

The Expert Wood Turning Company has recently leased a three-story modern daylight factory located at West Chicago Avenue and Sacramento Boulevard, Chicago, where this firm will have increased facilities for the manufacturing, designing and selling of lamps. This is considered one of the most modern plants in the Lamp trade today. 45,000 sq. ft. of floor space are to be utilized in this building for the making of lamps, and the company has secured a 10-year lease.

The consolidation of the Wabash Shade Co., and the Eagle Wood Turning Company, a few months ago brought about the organization of one of Chicago's largest makers of shades and lamps. The company is utilizing an eight-story factory on South Canal Street, and also has a factory and showroom located on Wabash Avenue.

The question, whether or not the boom of the lamp trade at the present time is not merely due to a fad, is frequently asked. It should certainly be foolish to think that a piece of merchandise with the utility and beauty of the modern lamp would soon pass out. The lamp business is here to stay although, competition will doubtless be keener because of the increased number of factories now producing lamps and shades. The volume of new lamps and shades which will come into use, however, will probably increase rather than decrease.

Silvestri Forms New Shade Co.

Giorgio Silvestri, formerly designer and production manager of the Wabash Shade Co., Chicago, announces the organization of Silvestri, Inc., 320 S. Wabash Avenue, Chicago.



Giorgio Silvestri

Silvestri has contrived to strike a new note in the art of lamp making, and his artistry in his chosen work is proving its ability to attract those who love beauty in lamp shades.

Purchasing Power of $1 Now 64c.

According to compilations made by Prof. Irving Fisher, Yale University, the purchasing power of the dollar for the week ending July 1 was 64.5 pre-war cents. Prices during the week averaged 155 per cent. of the pre-war level. For the month of June prices averaged 158 per cent of the pre-war level and the average purchasing power of the dollar was 63.2 cents.

Business Briefs

Construction has started on the erection of a three-story addition to O. Falk's Department Store, Tampa, Fla.



Catalogues *of* New Designs Now Ready

Hand painted glass shade lamps
Silk, floor, table and boudoir shades
Plain and hand carved wood bases
Metal floor and table bases

Advertising Novelty Lamps

COOPER OLSEN CO., 189 North Clark St., Chicago



LAMP TRADE DIRECTORY

Classification of Manufacturers Including Advertisers and Non-advertisers

FOR READY REFERENCE

Lamps Complete

Aladdin Mfg. Co., Muncie, Ind.
Table, boudoir, desk, floor, piano. ("Desk-flex," "De luxe-a-lite").

Aladdin Lamp & Shade Co.,
151 West 31st St., Chicago, Ill.
Table and Floor.

American Chain Co., Sheboygan, Wisc.
Fiber.

American Art Metal Works,
305 East 54th St., N. Y. City.
wrought iron, bridge, floor, table, torcheres, candelabras.

Art Glow Mfg. Co.,
189 N. Halstead St., Chicago, Ill.
Floor, bridge, table, boudoir.

Art Lamp Mfg. Co.,
6 No. Franklin St., Chicago, Ill.
Floor and table. Torcheres and candlesticks.

Advance Wood Turning Co.,
1345 Rawson St., Chicago, Ill.
Wood.

Adwal, Inc., 27 West 35th St., N. Y. City.
Floor, bridge and table.

Art Industries, Inc.,
311-13 East 47th St., N. Y. City.
LAVINITE, table and boudoir.

Bing, Ferdinand, and Co.'s *Successors,*
67-69 Irving Pl., N. Y. City.
French, Italian marble, Damascus brass.

Block, L. D., & Co.,
37 East 18th St., N. Y. City.
Wood, metal and pottery.

Buffalo Ornamental Art Works,
700 Main St., Buffalo, N. Y.
Composition, boudoir, table, bridge, junior floor and floor silk shades.

Bussman Mfg. Co.,
3819 No. 23rd St., St. Louis, Mo.
Buss Clamp-o-set.

Cassidy Co., Inc., 101 Park Ave., N. Y. City.
Table, floor, boudoir, candelabra.

Chicago Reedware Mfg. Co.,
3127 W. Chicago Ave., Chicago, Ill.
Reed Floor, Junior Floor, Table, bridge and boudoir.

Classique Lamp Studios,
518 Market St., Milwaukee, Wisc.
Metal, glass shades.

Cohen, H., 113 East 24th St., N. Y. City.
China, mahogany and metal, boudoir, table, floor.

Colonial Lamp & Fixture Works,
5642-46 Lake Park Ave., Chicago, Ill.
Bed, wall and floor.

Cooper Olsen Co., 189 N. Clark St., Chicago, Ill.
Carved wood, metal, floor, table, decorated glass and silk shades.

Cowan Co., The,
224 No. Halstead St., Chicago, Ill.
Wood, mahogany.

Consolidated Lamp & Glass Co., Corapolis, Pa.
Metal, table and boudoir. Decorated glass shades.

Crest Co., 1326 S. Michigan Ave., Chicago, Ill.
Carved wood and wrought iron, torcheres, candelabra.

Creston Novelty Co., 20 East 22nd st., N. Y. City.
Floor, bridge, junior lamps, all finishes.

Crucet Mfg. Co., 292 Fifth Ave., N. Y. City.
Carved wood, metal floor, table, bridge and hall.

Daiger, Chas. V. Co.,
76-78 Essex St., Boston, Mass.
Floor, chair and bridge.

Dela Croix, Chas. J. Co.,
19 Madison Ave., N. Y. City.
Table, bridge, boudoir and junior.

Eagle Wood Turning Co.,
426 S. Wabash Ave., Chicago, Ill.
Mahogany and polychrome floor, junior, bridge and table lamps.

Empire Art Metal Works,
377 Seneca Ave., Brooklyn, N. Y.
Metal boudoir.

Expert Wood Turning Co.,
2952 W. Chicago Ave., Chicago, Ill.
"Ex Co" wood with silk shades.

Faries Mfg. Co., Decatur, Ill.
Adjustable portables, floor, bridge, "Verdelite" desk, table, piano, boudoir and bedside. Bed and dresser brackets.

Fensterer & Voss, 80 Reade St., N. Y. City.
Crystal chandeliers (imported) for boudoir lamps.

Findlay, Robt., Mfg. Co.
224 Fifth Ave., N. Y. City.
Table and floor, candlesticks.

Friedman, Jos., Metalware, Inc.,
133 Fifth Ave., N. Y. City.
Boudoir, table, floor, bridge, junior.

Fulper Pottery Co., Flemington, N. J.
Porcelain perfume boudoir and desk.

Garfield Lamp Co., Inc.,
3935 W. Madison St., Chicago, Ill.
Wood lamps with silk shades.

Gearon Company, The,
1323 Blue Island Ave., Chicago, Ill.
Floor.

Great American Art Mfg. Co.,
3222 N. Halstead St., Chicago, Ill.
Carved wood, polychrome, wrought iron, parchment shades.

Handel Company, The, Meriden, Conn.
Floor, table, boudoir.

Heaton, Charles A., & Co.,
212 Fifth Ave., N. Y. City.
Boudoir, floor.

Heintz Art Metal Shop, The,
1358 West Ave., Buffalo, N. Y.
Bronze, sterling silver decorated.

Herwig Art Shade & Lamp Co.,
2139 N. Halstead St., Chicago, Ill.
Cast metal outdoor lighting fixtures.

Hi-Art Lamp Shade Co.,
5736 Prairie Ave., Chicago, Ill.
Floor, table and bridge.

Hoffmann Electro Plating & Mfg. Co.,
1015-1021 Clinton St., Hoboken, N. J.
Boudoir, Dutch silver, hammered silver, candlesticks.

Home Electric Sales Co.,
108 So. La Salle St., Chicago, Ill.
Floor, table, boudoir.

Hines, John J., Inc., 39 West 23rd St., N. Y. City.
Table, boudoir, bridge, junior and floor. Silk and parchment shades.

Illinois Lamp & Novelty Co.,
910 N. Marshfield Ave., Chicago, Ill.
Polychrome reading, junior.

Importers Corp., The,
58 60 Division Ave. N., Grand Rapids, Mich.
Table, floor, bridge junior, wood, compo, iron and pottery.

International Lamp & Furniture Corp.,
730 W. Monroe St., Chicago, Ill.
Wood, silk shades.

Jeannette Shade & Novelty Co., Jeannette, Pa.
Table, boudoir and novelty.

Jones, Ira A. Co., 9 N. Wabash Ave., Chicago, Ill.
Metal with glass or silk shades, pottery, parchment.

Junior Marion Lamp Co., Philadelphia, Pa.
Bridge, floor, junior table, boudoir and vase.

K. & O. Co., Inc., 362 Fifth Ave., N. Y. City.
Book end and novelty boudoir.

Kaplan, Inc., 215 W. Ohio St., Chicago, Ill.
Wrought iron hand carved wood torchiers, wall sconces, novelties.

Kashins Co., Inc., H., 180 Fifth Ave., N. Y. City.
Floor and bridge.

Katz & Co., Frank M.,
13-15 West 24th St., N. Y. City.
Metal with silk and parchment, wood with silk and parchment, china and Crystoline, wrought iron and Crystoline.

Kernes Mfg. Co., 814 Rees St., Chicago, Ill.
Floor and table.

Khouri & Bros., A. N.,
115 East 23rd St., N. Y. City.
Carved mahogany, silk, parchment shades.

Kindt, Geo. C., & Co.,
19-21 West 24th St., N. Y. City.
Metal, table, boudoir, mahogany boudoir, polychrome table, boudoir bridge.

Kiss Bros. Mfg. Co.,
50 Webb St., New Haven, Conn.
Metal, panel glass shades. Pottery, panel shades, parchment and one piece glass shades.

Kumfy-Kab Co., La Porte, Ind.
Fibre.

Lawrence, George, Co.,
1426 Madison St., Forest Park, Ill.
Mahogany, polychrome. Silk shades, parchment, glass.

Lazarus & Rosenfeld, 14 W. 23rd St., N. Y. City.
Pottery, bronze, glass, wrought iron, carved wood. Silk or parchment shades.

Le Mur Lighting Mfg. Co.,
123 Prince St., N. Y. City.
Metal boudoir and desk.

Lightolier Co., 569 Broadway, N. Y. City.
Floor, junior table, boudoir, bridge. Dolls.

Lloyd Mfg. Co.,
c/o Heywood-Wakefield Co., Chicago, Ill.
Wicker.

Martin Art Shops,
1522 W. 17th St., Los Angeles, Calif.
Decorated table lamps.

Maibrunn Co., Inc., The,
44-46 E. 25th St., N. Y. City.
Pottery, metal, lustre, silk shades.

Mid-West Lamp & Shade Co.,
310 New Era Bldg., Chicago, Ill.
Boudoir.

Miller & Co., Edward, Meriden, Conn.
Table, floor, desk, boudoir, candelabra bed (electric, oil and gas).

Mogi, Momonoi & Co.,
105-07 East 16th St., N. Y. City.
Bronze floor lamps, etc.

Morimura Bros., 53-57 West 23rd St., N. Y. City.
Porcelain, wood, bronze and lacquer.

Mutual Lamp Mfg. Co., The,
21-25 E. Houston St., N. Y. City.
Metal table, floor, boudoir.

McFaddin & Co., H. G.,
38 Warren St., N. Y. City.
"Emeralite" desk, Thermolite therapeutic lamps.

Nara Trading Co., 32 Union Sq., N. Y. City,
Japanese porcelain.

Northwestern Art Shade Co.,
184-88 W. Lake St., Chicago, Ill.
Metal, art glass shades.

Noe, Wm. R., & Sons, 43 E. 10th St., N. Y. City.
Boudoir, table, floor.

Neuwirth, Robinson & Goldman,
23 West 24th St., N. Y. City.
Floor, table, boudoir, bridge.

New York Lamp Shade Co.,
121 West 19th St., N. Y. City.
Floor, table, junior reading, bridge, boudoir.

Parch-O-Lite Co.,
1150 S. Michigan Ave., Chicago, Ill.
Wrought iron.

Parker Co., The, Chas., Meriden, Conn.
Table, desk, boudoir, bridge, junior floor.

Pease Co., Inc., E. S.,
700 Main St., Buffalo, N. Y.
Composition boudoir, table, bridge, junior floor and floor.

Peerless Light Co.,
663-71 W. Washington Blvd., Chicago, Ill.
Metal, table, floor, boudoir, desk and "clamp-on." Art glass shades.

Phoenix Glass Co., The,
230 Fifth Ave., N. Y. City.
Decorated glass.

Phoenix Import Co., Inc.,
45 East 20th St., N. Y. City.
Polychrome. Silk shades.

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BUSINESS STAFF
General Manager
F. CALVIN DEMAREST
Managing Editor
STILLMAN TAYLOR
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B. M. WISNER
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Art Director
ROBERT BAUER

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AS THE EDITOR SEES IT

THE TRADE PROSPECT

DESPITE the slowing down of industry and general quietness in the wholesale trades, there is good evidence that business in the crockery, glassware, lamp and housefurnishings trades, will be uniformly good this Fall. At this writing anticipation more or less correctly expresses the attitude in business and trade circles. This disposition to postpone buying so long as possible is very evident. But sales cannot be made with empty shelves and buyers must come into the market to supply their immediate needs. A fair showing of buyers is beginning to appear and the range of their purchases was extensive, although conservative buying is still in evidence, as during the past few months.

WE believe the prospects for fall trade are very bright. We do not base this opinion on the depression of the stock market or the fluctuations of securities. We base our belief on the excellent outlook for good crops, on the increased wages paid out to so many workers, and the fact that there is no indication that prices of manufactured goods will be materially higher this Fall, although prices will doubtless go up next Spring.

ANOTHER reasonably safe basis for this optimism is reflected in the distribution of general merchandise through retail channels. This continues at a high rate, while there exists a decided lull in buying in the wholesale markets. From the statements of the larger mail-order houses, chain and department stores, a record-breaking business is now being enjoyed. In some cases sales in dollars have made new high records. While this may not be general, the dollar sales now being reported by retail stores indicate a record in the unit of sales and volume of merchandise handled. This immense distribution of goods at retail is significant of the trend of business. New buying in the wholesale market is quiet, but as retail stocks are depleted this furnishes good future business for the wholesalers and manufacturers.

EMPLOYMENT has been at its peak during the first half of the year and there is good indication that employment will continue thus after the seasonal Summer dullness has passed. From present favorable indications we look forward to a very prosperous Fall and Holiday trade, and anticipate that the coming season will prove a record breaker. We see no decline of prices in sight and believe from our knowledge of the merchandise situation, that now is a particularly good time to buy to insure getting good delivery to meet public demand. We therefore repeat the advice given last week on this page, "Buy early for Fall sales."

JUST how well retail sales are holding up may be gained from the earnings statements of some big stores. In chain stores, Woolworth reports sales for June as over 14 millions of dollars, or an increase in sales of over 19½ per cent. McCrory Stores report sales of about 1¾ millions of dollars for June, or an increase of over 40 per cent. Sears, Roebuck sales for June were well over 13 millions of dollars, and Montgomery Ward sales over 11½ millions of dollars for June. The reports of the large department stores are alike favorable. These stores do not issue statements of earnings more than once a year, but file confidential returns with the Fedral Reserve banks. These reports show that sales are running ahead of last year and that the public is buying higher priced merchandise, which indicates that more money is being spent for luxuries and that high wages are increasing the purchasing power of the working classes. All of which backs up our opinion that trade will be unusually good this Fall.

Picking the Right Kind of Salesmen

Hiring the Right Kind of Men for Their Jobs Is Something More than Personality — It Should Dig Down to Disclose the Character of the Applicant

AS one who has hired well into several hundreds of salesmen and who has discussed the matter intimately with other sales executives whose total hirings run into the thousands, I must confess that it has been only in the past few years that I have felt greatly impressed with the necessity of anything more than a thorough interview and a comparison of the applicant with previous successful, moderately successful and unsuccessful types, writes a New York salesmanager in an article on "The First Step in the Choice of Salesmen" in a late issue of Printers' Ink magazine.

At the same time, I am free to confess that I still believe that there is no system or systems which I can use so successfully as to eliminate all chances of my favorable decision being reversed in actual field work.

One of my weaknesses up to three years ago was the belief that "elaborate" application blanks were worthless. Indeed, one of my first changes when I assumed the sales managership of our company was to cut down an inherited salesman's application blank from fifty questions to eight. To this mistake I attribute no small percentage of my failures in hiring salesmen wisely. For crude as was the application blank, there were questions which were indirectly most valuable.

Today, our application blank represents the highest standard possible to me, after comparing notes with friends and strangers in competitive, allied and outside lines. It represents, beyond this, countless talks with employment managers and the experience—sometimes costly—which I have gained from several years of hiring, training and directing salesmen. In the three years during which its use has been in force there have been far fewer failures of judgment, because there has been important material on which to judge soundly. Even the new men we sent out in 1921—a decidedly off-year in our industry—showed less rather than more of the usual disappointments.

To show the reason for my belief, I shall take a batch of 280 men who responded to an advertisement. We needed thirty-odd salesmen for city work in the larger cities in which we have no branch houses. The work was to dovetail with that of our senior salesmen covering these cities. The men would need to meet local competition in every case, and be able to overcome it despite handicaps of our higher list prices, smaller discounts and, frequently, distant F. O. B. points. They would need to create volume from retailers who knew that could sell the locally made article and make an exceptionally high margin of profit.

Out of the 280 applications due to this blind advertisement, I eliminated all but eighty, after my assistant had thrown out the obviously unfit. Before arranging for personal interviews with the eighty, I sent each an application blank which bore no trace of our company name or address, and which the applicants mailed to a postoffice-box address which gave them no clue as to our identity.

The first questions covered age, weight and height. To some it may seem that the weight and height of an applicant is immaterial. But when I ask an inquirer to picture a man six feet four and weighing 280 pounds, driving a Ford coupe, the answer is apparent. The weight and height answers alone, coupled with my experience, enabled me to eliminate eighteen of the eighty.

Similarly, for a matter of record, the statement of complexion and the photograph requirements have several times prevented continued fraud; not on the part of our own salesmen, but in enabling us to differentiate immediately between a crook impersonating one of our salesmen and the new salesman himself. Recently, such a case in Indiana, in which a photograph was brought into play, saved our own salesman from arrest and thus led to the detection of the real criminal, who was robbed of the certain start he would have obtained had we not been able to send a photograph immediately on receipt of a wire from a hotelkeeper.

Similarly, photographs have enabled me to give as well as avoid interviews. Some men have no ability to express themselves well within the limitations of an application blank, even such as ours, which allows for a couple hundred words in the form of the applicant's preference. Twice, at least, I have seen in the photograph the type of man I sought, when the original application gave me no inkling as to the clean-cut man who was seeking a position with us.

Some Important Points

One friend objected to our question, "Do you carry life insurance? If so, is it Endowment, Payment Life or Straight Life?" on the grounds that it could not possibly make any difference to me what form of life insurance the man carried. He admitted that he had never known until I explained to him that many in-

surance companies will accept a risk for Endowment policies which they would not accept for a Straight Life policy. He was quick to admit the point, since he knows that the health of the applicant should be considered along with other qualifications and disqualifications.

Lest I be accused of false practice in "hiding behind blind advertisements," I can only say that our doors are always open to any applicant for any position in or out of our sales force. But I do believe that I have the right to be protected against the horde who, without qualifications and with vainest of hopes, reply to advertisements. In many cases I have specially asked for men between 24 and 28 years of age, with a high school education, only to receive applications from men between 60 and 70, hardly able to write a coherent letter. In the old days I used to see these applicants, but by no stretch of imagination do I believe that I am doing them an injustice in our present method.

Similarly, I am thinking of the man as well as ourselves when I inquire into his health, past and present. Some of the cases where rejection follows these questions are always pathetic. But I would feel worse than bad if I took a man without questioning, and then sent him into the snow and sleet of Minnesota, working small towns in February and March, after he had spent his own and his relatives' precious dollars for a year or more in order to be treated for tubercular tendencies.

One question found on our application blank which is uncommon is, "Have you any other positions for which you have applied?" To this we couple, "In case we accept you for training will you freely and finally cease considering these, and write each other prospective employer that you have entered training with us?" This is the result of experience—costly experience.

Out of a recent group of thirty-odd men in training, we lost four of the best men just as they were ready to be sent into the field, because of the long-delayed and favorable replies to the applications they made elsewhere weeks before. These men were honest and had felt that their applications had been rejected, because so long a time had elapsed from the time they made them until they sought employment with us. We would have been foolish to have sent these men into the field holding them to their moral obligation to us, because the positions which they were finally offered were better in a number of ways than the ones for which we had trained them. It would have been asking too much of these men to go into the field for us, sweeping from their minds the opportunity which had knocked at their door.

More and more I have grown to believe that even the most complete business record of an applicant tells but half the story. Just as in my own department—I am interested in the hobbies of my associates

(*Continued on page 26*)

Business Outlook Good Says Big Merchant

Facts of business show no cessation of the onward current of prosperity, according to James Simpson, president of Marshall Field & Co., in a recent statement.

"The facts are that the railroads are barely able to carry the enormous volume of business the country is doing," said Mr. Simpson.

"Freight traffic during the month just past set a new high record, above all autumn crop movement. Reserve bank reports show our industrial output to be far above the season's normal average and to be taken up immediately by the tremendous current absorptive power of the country. There is an absence of suspensions and cancellations, those symptoms which always indicate in advance a shrinkage of consumption.

"The outlook is for good crops, full employment and reasonable money rates. Increased operating expenses, political agitation and unsettled conditions in Europe are to be reckoned with, but with the favorable factors predominate on the whole, and we therefore expect satisfactory business to prevail."

Summary Imports and Exports

The foreign trade of the United States for the month of April shows an increase in both imports and exports over the preceding month. For the first time since the new tariff went into force last September, the figures for imports and exports are now published at the same time. Department of Commerce figures for the month of April, corrected to May 23, follow:

IMPORTS

	1922	1923
China, not decorated	$ 41,850	.....
China, decorated:		
From France	.....	$ 32,796
" Germany	.....	161,805
" United Kingdom	.....	3,765
" Japan	.....	187,253
" Other Countries	.....	32,010
Total	.....	$4,171,629

For Ten Months Ending April

	1922	1923
China, not decorated	$ 584,604	$163,622*
China, decorated:		
From France	.....	345,702
" Germany	.....	1,016,002
" United Kingdom	.....	37,563
" Japan	.....	1,220,905
" Other Countries	.....	396,650
Total	.....	$3,016,822
Earthenware, not decorated	$ 27,841	.....
Earthenware, decorated	331,869	.....
Total	$359,710	.....

For Ten Months Ending April

	1922	1923
Earthenware not decorated	$ 259,935	$ 80,311*
Earthenware, decorated	3,302,184	1,018,973
Table, Toilet and Kitchenware, plain	.....	269,687*
Decorated	.....	1,917,997†
Total	$3,562,119	$3,286,968

	1922	1923
Glassware, cut or decorated	$ 161,405	$ 87,328

For Ten Months Ending April

Glassware, cut or decorated	$1,358,814	$1,364,392
Blown Glassware	.....	701,346
Total	$1,520,219	$2,153,066

DOLLS AND TOYS

	1922	1923
Dolls and parts of dolls	$102,452	$169,606
Other toys	453,268	542,874
Total	$555,720	$712,480

For Ten Months Ending April

	1922	1923
Dolls and parts	$1,224,675	$1,617,108
Other toys	4,634,269	5,130,293
Total	$5,858,944	$6,747,401
Table and kitchenware of metal, enameled or glazed	$35,852	$12,053
	$284,518	$283,629

EXPORTS

China and Porcelain:

	1922	1923
Table, Toilet and Kitchenware	$16,014	$16,240
All other	7,567	9,742
Total	$23,581	$25,982

For Ten Months Ending April

China and Porcelain Ware:		
Table, Toilet and Kitchenware	$66,132‡	$159,697
All other	178,263	99,541
Total	$244,395	$259,238
Earthen and Stoneware:		
Table, Toilet and Kitchenware	$10,247	$11,627
All other	84,839	66,498
Total	$95,086	$68,125

For Ten Months Ending April

Earthen and Stoneware:		
Table, Toilet and Kitchenware	$33,589‡	$79,816
All other	1,026,547	624,350
Total	$1,060,136	$704,166

DOLLS AND TOYS

	1922	1923
Dolls and parts of dolls	$5,595	$19,770
Other toys	87,990	126,162
Total	$93,585	$145,932

For Ten Months Ending April

	1922	1923
Dolls and parts of dolls	$125,336	$225,985
Other toys	1,231,951	1,596,558
Total	$1,357,287	$1,822,543

GLASSWARE

	1922	1923
Table glassware, plain	$103,902	$187,178
Table & other gl'ware, cut or engraved	19,419	17,165
Globes and shades	42,110	34,340
Total	$165,431	$138,683

For Ten Months Ending April

	1922	1923
Table glassware, plain	$313,198‡	$1,588,038
Table & other gl'ware, cut or engraved	110,529	182,205
Globes and shades	131,052‡	367,217
Total	$554,779	$2,137,460

TABLE AND KITCHENWARE OF METAL, ENAMELED OR GLAZED

For Ten Months Ending April

1922	1923	1922	1923
$58,374	$96,346	$500,688	$914,858

* July 1 to Sept. 21.
† Beginning Sept. 22.
‡ Jan. 1 to April 30.

Belgium Glass Industry

We learn that the "Verreries de la Paix" will not resume work until Oct. 1. The "Verreries de Dampremy" report that they will be able to continue at work, unless the strike is unduly prolonged, as they have sufficient stocks of coal and raw materials. Work is being actively pushed on with at the "Verrerie de Roux," and it is hoped to commence production of window-glass in August. At Moll the Libbey-Owens factory continues at work, in spite of the strike; so far it is not possible to give any idea of the result obtained. In the hollow-ware, bottle and cut-glass branches the "Verreries du Borinage" are working normally, and a sufficiency of new orders is being booked. Similar reports are to hand from the Manage works in Central Belgium. It is reported that a new furnace will shortly be got to work at the "Verreries de Famille-ureux." In the Namur district work continues with three furnaces at the "Verreries d'Herbatte" and one furnace at the "Verrerie de la Meuse." The "Verrerie de Jambes," a branch of "Val-St. Lambert," has not yet resumed work. The factory for lighting glassware at Jemeppesur-Meuse is still closed; the new works, erected in the same parish, are encountering difficulties in running the plant; the trials made with the blowpipe furnace have not, so far, given any satisfactory results. The small glass works at Aigremont, on the contrary, making prisms and sheets and slabs of glass, seem to be prospering, and a new furnace will be kindled there shortly. At the "Cristalleries du Val Saint-Lambert" orders are falling off for high-class cut glassware. The manufacture of tumblers, goblets, etc., is practically nil, and hands in this branch are now taking up the manufacture of globes, chimneys, and other articles for lighting purposes. Hands making glass table-ware have also been reduced by about one-third in number. At Chênée and Vaux-sous-Chèvremont the situation remains favourable; some firms are unable to rekindle their furnaces owing to lack of hand labour. The bottle factory of Rhodes-St. Genèse has resumed work.

Russian China and Glass Production

A decided improvement has taken place in the business of the "Prodasilikat" this year, since January, which had previously suffered from lack of materials, resources and goods. Between Jan. 1 and April 1 this concern bought goods of the factories associated with it to the value of 3,800,000 gold roubles, or 3½ times the turn-over of the "Prodasilikat" in the preceding six months. From the beginning of the current working year til April the "Prodasilikat" had bought to the value of 5,300,000 g.r., which included 4,900,000 g.r. for glass and porcelain goods; the balance being builders' materials. Its sources of supply are, in the first place, the Malzieff combination, then the Central Glass and Porcelain Trust. In fact, the "Prodasilikat" sells at least 50 per cent. of all the products of the Russian glass and porcelain industry. Forty per cent. of its purchases consist of porcelain and faience. Its business is done chiefly with Government concerns. It deals largely with the Centroloyuz. Besides other deals, contracts have been made in wine bottles, the business in which is gradually coming under the control of the "Prodasilikat." The Pan-Russian Syndicate of the silicate industry has undertaken the control of the ceramic Faculty of the Superior Artistic Technical workshops, these being the only establishments in the Russian Republic that qualify craftsmen in the production of ceramic goods artistically and technically.

CAUGHT IN THE NEWS NET

THE Japanese importing firm of Mogi Momonoi & Co., held their annual outing on Saturday, July 7, at Bay Shore, L. I. The outingites were transported in a large sightseeing bus. Immediately upon arrival at the grounds, various games and contests were indulged in, for which the concern awarded handsome prizes to the winners. Many also enjoyed fishing and bathing. In the evening a shore dinner was served at the "Bay Shore Inn," after which dancing was in order until it was time to start for home. K. Ohata was in charge of the arrangements for the affair.

Thos. G. Jones, the well known manufacturers' agent, returned to his desk on Monday, after spending a week with his family at Cape Cod. After driving his car there, from his home in East Orange the week before, he said that he needed a week's rest, for everything happened on the trip that possibly could. The drive itself in one day, is rather strenuous, but when you add changing tires and other annoyances, incident to motoring, it takes a lot of "pep" out of one. Mr. Jones returns again Saturday to Cape Cod but will be back in New York, in time to be present at the Salesmen's Association outing on August 4th. Being chairman of the committee in charge of the affair, he is naturally interested in seeing that everything runs smoothly.

Miss Conway, assistant to Wm. J. Kennedy, New York manager for A. H. Heisey & Co., is another vacationist who will enjoy herself at Shelton, Conn., for the next two weeks.

Will M. Warrin, office manager for his brother, Edmondson Warrin, decorator of china and glassware, is resting up at North Leominster, Mass., where he states he is beginning to feel so good that he cannot wait to get back to New York to resume work.

Senator O. H. Brown, the housefurnishing, china and glassware dealer of Spring Lake and Asbury Park, N. J., has presented the former town with $100,000 for a memorial, for the veterans of the World War.

James H. Service, brother of Geo. H. Service, well known traveling representative for Josiah Wedgwood & Sons, of America, sailed for England last Saturday from Montreal, Canada, after spending four weeks on a visit to his brother in New York. He is also engaged in the pottery business, being one of the most prominent factory representatives for china and glassware lines in London, where he maintains offices and salesroom. A passenger on the same boat also bound for England, was R. A. Williams, buyer for T. A. Chapman, Milwaukee.

Wm. G. Mueller, the importer, left on Monday of this week for Chicago, to join Eugene Blum of his sales staff, to assist him at their exhibit of dinnerware and fancy lines from the Heinrich and Winterling factories at the Sherman Hotel.

Another returning traveler from Europe, on the Mauretania on July 6th, was John J. Hines, head of John J. Hines, Inc., who has been away for nearly three months in search of new lines. Mrs. Hines accompanied him on the trip.

James P. Gordon, the well known representative for the Jones McDuffee & Stratton Corp., Boston, and head of the Gordon Glass Co., who has been ill for several months, is receiving a royal welcome from his many friends in the trade at the Hotel McAlpin where he is making his regular fall display.

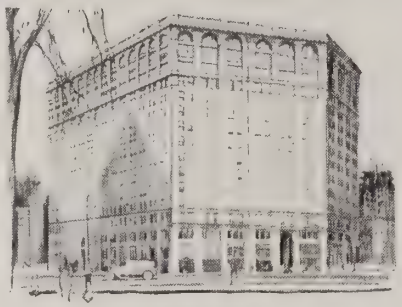
Another outing, that was held last Sunday by Maruhachi & Co., the Japanese importers, was at Asbury Park, N. J. The heads of the concern and the employes, made the trip in automobiles. Prizes were contested for in a program of games. A shore dinner in the evening topped off a most enjoyable day.

Merchants to Inspect Leviathan

Arrangements have been made for an inspection of the Leviathan by members of the Merchants' Association on Thursday, July 26, between 1 and 4 P. M., at Pier 86 North River. Admission will be by ticket only and only two tickets will be issued to each member.

Sandel Takes Over Illinois Lamp Co.

Samuel Sandel, the active head and founder of the Eagle Wood Turning Co., has sold his interest in that firm and taken over the Illinois Lamp & Novelty Co., 910-916 North Marshfield Ave., Chicago, manufacturing lamps and shades. A little over a decade ago when the lamp businss was in its infancy, Mr. Sandel saw the vast possibilities and turned his energies and ability toward lamp manufacturing—and from a small beginning he achieved success. Now in his new establishment he is eclipsing his former efforts in the creation of the newest in lamps and shades. Since the announcement that Mr. Sandel has taken over the Illinois Lamp & Novelty Co., thousands of his friends throughout the country who admired his business ability, his courtesy and geniality have sent their congratulations.



New York Headquarters for House Furnishings

IF you are making a buying trip to New York, begin at the Fifth Avenue Building. Here you will find the New York offices and salesrooms of the leading manufacturers in this line. Their sample stocks form one of the finest and most extensive displays ever gathered under one roof for permanent exhibition.

THE FIFTH AVENUE BUILDING
Broadway and Fifth Avenue
at Madison Square, New York
"More than an office building"

Fair Store Opens New Department

The Fair Store, Chicago, this week officially announced the opening of a Wholesale (Contract) Dept. to supply the needs of city and country clubs, hotels, hospitals, restaurants, institutions, dining cars, etc.

The announcement read: "To insure the great public institutions the same careful attention as to quality and price which has built up our retail business, we have engaged such well known trained experts as: J. J. Dempsey, recently with Mandel Brothers, manager of the Contract Dept.; L. A. Cook, recently with Albert Pick & Co., manager of the Furniture Section; Peter H. Lindstrom, recently with Morris & Co., manager of the Meats and Provisions Section; and P. R. Jeuck, formerly with Albert Pick & Co., manager of the Kitchen Equipment Section. Each man is an authority in his particular line, and in requesting estimates you take advantage of their knowledge and experience. We will carry special assortments of furniture, draperies, kitchen equipment, linens, china, bedding, glassware, floor coverings, silverware, refrigerators and soda fountains, surgical appliances, uniforms of all kinds, including those for patients, surgeons and nurses, office stationery, equipment, meats and provisions. Merchandise only of a thoroughly reliable quality will be sold in quantities at wholesale prices."

Buyers in New York

JULY 7, 1923

A. Korrick, toys and gift shop novelties, Korrick's D. G. Co., Phoenixville, Ariz., 120 West 32nd St. (A. Fantl.)

JULY 9, 1923

Miss N. Kirby, lamp shades, The Fair, Chicago, Ill., 225 4th Ave., Room 811.

Charles Smith, china, house-furnishings and toys, Brown, Thompson Co., Hartford, Conn., 240 Madison Ave.

JULY 10, 1923

P. Weill, housefurnishings and lamps, B. Nugent & Bro. D. G. Co., St. Louis, Mo., Affiliated Retail Stores, 1372 Broadway.

H. R. Slaser housefurnishings, W. F. Gables Co., Altoona, Pa., 240 Madison Ave.

Miss S. A. Doner, gift shop goods, Adam, Meldrum & Anderson, Buffalo, N. Y., 16 West 39th St.

J. H. Schoenberg, toys, Rothschild & Co., Chicago, Ill., 448 Fourth Ave.

W. Paton, toys, Boston Store, Chicago, Ill., 44 East 23rd St.

Miss N. Kirby, lamp shades, The Fair, Chicago, Ill., 225 Fourth Ave., Room 811.

F. L. Warren, housefurnishings, Callender, McAuslan & Troup Co., Providence, R. I., 240 Madison Ave.

JULY 11, 1923

H. R. Slasor, housefurnishings, W. F. Gable Co., Altoona, Pa., 240 Madison Ave.

W. W. Taylor, housefurnishings and toys, D. M. Read Co., Bridgeport, Conn., 315 Fourth Ave., D. G. Alliance.

M. Schwartz, lamps, LaSalle & Koch, Toledo, Ohio, 225 Fifth Ave., Retail Research.

R. Evans, china, housefurnishings, J. N. Adams Co., Buffalo, N. Y., 16 West 39th St.

Miss N. Kirby, lamp shades, The Fair, Chicago, Ill., 225 Fourth Ave., Room 811.

M. McMahon, toys, Higbee Co., Cleveland, Ohio, 240 Madison Ave.

JULY 12, 1923

C. W. Benzow, toys, Wm. Hengerer & Co., Buffalo, N. Y., 16 West 39th St.

W. S. Saltmarsh, housefurnishings, Hibben, Hollweg & Co., Indianapolis, Ind., 320 Broadway.

R. M. Dean, toys, R. H. White Co., Boston, Mass., 432 Fourth Ave., Room 1308.

L. Frank, gift shop goods, Meier & Frank Co., Portland, Ore., 212 Fifth Ave.

W. K. Cotterel, housefurnishings, china and glassware, C. K. Whitner Co., Reading, Pa., 315 Fourth Ave. (D. G. Alliance).



WHAT THE POTTERIES ARE DOING



THE reorganization of the Alliance (O.) Pottery Co., during the last week proved to be the most interesting feature of the trade. Originally planned to decorate domestic dinnerware only, the concern will hereafter decorate both domestic and imported white ware, also glass. F. A. Hoiles, one of the largest stockholders of the Alliance Brick Co., and active in the industrial life of Alliance, has been named president of the reorganized company. Other officers are: Vice-President, E. S. McKee; secretary, A. S. Weaver; treasurer and general manager, Clyde B. Cassady, the latter being actively associated with the management of the Cassady Drug Co., of Alliance. Additional capital has been put into the business, and it has been suggested that should the company be unable to buy sufficient white ware, it will enter the manufacturing of the line. Sufficient acreage now owned by the company will permit this expansion. The sales force of the company will also be increased, it is said, also that open stock dinnerware patterns will be featured.

This June did not show as many buyers registered in the local district as during June, 1922. However, the receipt of mail orders continued as active as during the corresponding month a year ago. Between 30 and 50 buyers were in the district June last year, and only about half this number were in the market last month.

The plant of the Burley, Winters Pottery Co., Zanesville, O., will be motorized immediately. The company is a rather heavy producer of stoneware specialties.

George W. McNicol, manager of the Chicago, Ill., offices of the Potters Co-operative Co., of this city, who has been spending a holiday here with relatives and consulting with factory officials, motored to Crooksville, O., a few days ago, where Mrs. McNicol will remain with relatives for several weeks. Mr. McNicol continued his journey to Chicago.

William Tickell, eastern salesman for the Edwin M. Knowles China Co., will open at the McAlpin Hotel Aug. 20 with the complete open stock dinnerware line of this factory. Closing this exhibit, Mr. Tickell will continue over his usual territory.

Harry A. McNicol, president of the Potters' Co-operative Co., accompanied by his wife, motored to Atlantic City last week, where they will remain several weeks.

W. R. Renouf, salesmanager for the Niloak Art Pottery Co., Benton, Ark., and a resident of this city, has closed an extended eastern trip, and this week opened at Cleveland, en route through the Northwest. At the end of this journey he will visit the factory. Mrs. Renouf is accompanying her husband throught the territory.

Announcement has been made that the summer meeting of the American Ceramic Society, of which a number of American pottery manufacturers are members, will be held this year in Toledo, O., and Detroit, Mich., and vicinity. Aug. 8, 9, 10 and 11 are the dates selected. These summer meetings have been arranged with a view to visiting different manufacturing plants, just to "see how it is done." No technical papers are presented, the time always being spent in visiting ceramic and other plants.

The Arts and Craft Club, of New Orleans, La., with a view to creating additional interest in American dinnerware, recently closed a small but interesting display of wares from the plants of the Knowles Taylor & Knowles Co., of this city; Onondaga Pottery Co., Syracuse, N. Y.; Sebring Pottery Co., Sebring, O., and Lenox, Inc., of Trenton, N. J. The exhibit was the first of the character ever arranged in New Orleans.

A. V. Bleininger, chief of the research department of the Homer Laughlin China Co., has been named a member of the committee of standards, tests and products of the whiteware division of the American Ceramic Society. Ira E. Sproat, formerly with the Sebring Pottery Co., but now of New York, and engaged in the raw clay business is a member of the membership committee of this division. C. E. Jackson of the Warwick China Co., Wheeling, W. Va., is the division member on the committee of nominations, while F. K. Pence, formerly with the Knowles Co., but now president of the Paducah Pottery Co., of Paducah, Ky., is the division chairman of the research committee.

Rather rapid construction is to be noted in the erection of the new tunnel kiln plant for the Homer Laughlin China Co., Newell, W. Va. Several of the large buildings are either under roof, or nearly so, and erection of side walls, which will be principally of glass will begin at a very early date. Representatives of the company believe, however, that the new shop will not be put on a production basis before late in the fall, and if so, this will be according to previous anticipated schedules.

HAND PAINTED
MADE IN JAPAN

Preparedness

A Keynote of Success

We are prepared with full stock of

Hand Painted China—
Table Ware, Lamp Bases, Flower Bowls, Etc.

Fruits and Waste Baskets—
Artistic Weave and Shapes

Bronze Vases—
Suitable for Lamp Bases or Ornaments

Lacquered Serving Trays

Artificial Flowers
for decoration and numerous other things suitable for Gifts.

WE CAN HELP YOU TO SUCCESS

Mogi, Momonoi & Co., Inc.
Importers of Japanese Goods
105-107 EAST 16th ST.
NEW YORK

Next Monday practically every generalware plant in this district that has been closed since June 30, will again be on a production basis. Some of the shops were idle only one week, while others were closed down for two weeks.

Receipts of new business by mail continue, although at times the volume is not brisk. All potteries are well filled with orders, and steady operation during the balance of the year is assured. The jobbing interests are said to be interested in receiving quick delivery of their merchandise, while department store buyers are becoming anxious about fall and holiday requirements. The majority of the latter have indicated their intent to protect their houses by anticipating their future needs as far in advance as possible.

No meeting of the executive committee of the United States Potters' Association has been held for the purpose of determining where a summer session would be held. The committee has received invitations from Trenton, N. J., where the session was held last year, and also from Buffalo, N. Y., where it has been suggested the session be held at East Aurora, where the spacious buildings of the country club there have been offered for the occasion. It is likely that a decision will be arrived at within the next ten days where this summer session will be held.

OBITUARY

Benjamin R. Harker

Benjamin R. Harker, aged sixty-four, one of the earliest pottery operators at East Liverpool, but for the last twenty-five years a factory manager for the Homer Laughlin China Co., died in East Liverpool, following an extended illness on Tuesday, July 10.

China and Pottery in Sweden

Compared with 1921 the Swedish china and pottery industry was carried on under much improved conditions in 1922, the rapid decline in the cost of living having enabled works to lower their labor costs by about 30 per cent., says a late report. Another favorable factor is the diminished price of coal, clay and other raw materials. It is interesting to see that, in consequence of the improvements in the methods of manufacture of the better grades of porcelain, Swedish works are able to compete successfully with German porcelain in spite of low German prices. The quantitative output of Swedish china and pottery is about 75 per cent. of the yearly average during the years immediately preceding 1914. The imports of the cheaper grades of porcelain from Germany are still very high. On the whole, the prospects in the china and pottery trade in Sweden are quite hopeful, and a degree of prosperity is anticipated provided the economic position improves in Europe.



GLASS FACTORY ACTIVITIES



THE usual summer demand for glassware continues actively, according to sales managers of plants located in this district. Seasonable merchandise is in heaviest request, although the sale of some special lines is rather active. Inquiry for goods for the fall and holiday season continues to be in almost daily receipt, and some orders for fall shipping have been received. The market is firm at current prices, and the trade seems to be placing their orders on a price prevailing at time of shipment.

It was indicated rather clearly in this district during the last few days that glass manufacturers have no desire to increase selling lists as long as factory costs do not soar much above present levels. Just what the outcome of the forthcoming wage conference, scheduled to convene at Atlantic City within the next few days, will be, is hard to determine at this time. It is admitted, however, that wage advances of from 25 to 50 per cent., as some branches of the industry have proposed, will be opposed most strenuously on the part of the manufacturers. Chimney workers seek an increase of 50 per cent., it is said, but that this advance will not be written into an agreement is admitted by all intimately connected with the trade.

Tableware, novelties, both plain and decorated, will form a part of the line that will be marketed by the Louisiana Glass & Manufacturing Co., which proposes to erect a plant at once at Monroe, La. Homer C. Fisher, of Lancaster, O., and John C. Gianone are actively associated with the new company, and will take part in the production end. James S. Stock, of Lancaster, O., has been elected president of the new company.

Wide mouth jars are to be marketed at once by the Stark Glass Co., of Massillon, O. The company has just installed a recently designed machine for this purpose, and one that is possible of large output, it is said.

Erection of a new glass factory at Ft. Smith, Ark., by the Ball Bros., Muncie, Ind., is proposed by that company. Representatives of the firm have been in Ft. Smith within the last fortnight confering with the Chamber of Commerce there, with this end in view.

Glass concerns in the Wheeling district are consistent dividend payers. The Central paid a 1 per cent. cash dividend July 2, and on the same date Hazel-Atlas paid a dividend of 50 cents per share. The Imperial Glass Co., of Bellaire, paid a dividend of 1½ per cent. also on July 2.

Formality of offering the plant of the Modern Glass Co., Toledo, O., for sale the fifth time was gone through with a few days ago, when the property was offered for sale again by Receiver James W. Lyon and Attorney George Hahn at an upset price of $150,000. An arrangement is now being perfected whereby this property is to be taken over by and consolidated with that of the Kauffman Metal Products Co., Bellfontaine, O.

During last week 200 shares of United States Glass Co. stock changed hands, the trading considered active for this issue. The stock is par at 25, and the range for the week was 27½ as high and 27 low. A fortnight ago the shares touched 29.

A recent bit of history which has come to light shows that the Rodefer Glass Co., Bellaire, O., has been in continuous operation since its formation in 1877, when the company began the manufacturing of pressed and blown glass specialties. The factory was started by three brothers, J. F., A. D., and T. A. Rodefer.

Another new glass concern is to begin operations in the Fairmont, W. Va., district, with the formation of the Mountain State Glass Co., which has just been chartered with a capital stock of $100,000. Richard Roy and A. W. Pritchard, of Mannington, W. Va., are at the head of the new organization.

With groups of workmen taking a holiday, production of many glass factories at this time is just a little below normal. The glass manufacturers and representatives of the workers have an agreement that not more than 25 per cent. of a force will be off duty at any one time, so this will give plant a production of about 75 per cent. throughout the summer season. The old rule of closing plants for six weeks during the summer season seems to be a dead issue. "The workmen like to make good money all the year 'round," is the way one manufacturer has put it, in explaining the abolishment of the summer "shut down."

Dougherty to Head Economy Tumbler Plant

Of especial interest to the trade is the official announcement that George Dougherty, for some years with the Libbey organization at Toledo, O., will assume the active management of the Economy Tumbler Co.'s business at Morgantown, W. Va., succeeding W. E. Hunter, resigned. Mr. Dougherty was at Morgantown last week completing preliminary arrangements before removing from Toledo, and it is his purpose to take

(*Continued on page 26*)

"The House of Cups and Saucers"

Always the Leader in
the Latest Creation

European and Japanese
DINNERWARES
in
Exclusive Stock Patterns

CUPS and SAUCERS
FANCY CHINA ASSORTMENT
BRONZE WARES
LAMPS and SHADES
NOVELTIES, Etc., Etc.

Taiyo Trading Co., Inc.
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Taiyo Trading Co., Inc.
325 W. Madison Street
CHICAGO

Canadian Representative
H. C. Bedlington
79 Wellington St., W.
Toronto, Ontario

Nested Bon-Bons

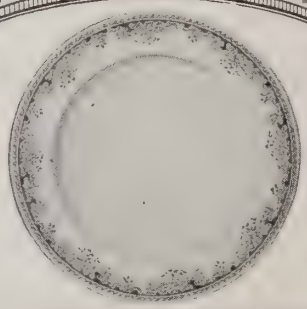


Something absolutely new in bon-bons. Designed on the unit principle. These bon-bons fit one above another and can be built up as high as desired.

Beautiful, convenient, economical, and furnished in a number of very attractive cuttings.

Write for details

THE NEW MARTINSVILLE GLASS MFG. CO.
NEW MARTINSVILLE, W. VA.



MAYER
CHINA
VITRIFIED HOTEL WARE
ROUND EDGE PLAIN WHITE
THICK DECORATED
FOR
HOTELS HOSPITALS
CLUBS CAFETERIAS
RAILROADS - STEAMSHIPS
RESTAURANTS
THE MAYER CHINA CO.
BEAVER FALLS, PA.

NONIK
TRADE MARK
Reg. U. S. Pat. Office

TABLE GLASSWARE
NATIONALLY ADVERTISED

THE results of our National Advertising which are telling the story of NONIK to 10,000,000 users of Glassware have been tremendous.

Are you getting your share of the business?



Inquiries coming from the national magazines are being referred to the nearest dealer handling NONIK.

Send for our beautiful illustrated dealers catalog of decorated NONIK household table glassware as well as our Special Sales Plan.

The Nonik Glassware Corp.
Mohawk Bldg., Fifth Ave. at 21st St.
New York City

BOSTON NEWS NOTES

By

R. B. Hemenway, Representative

BOSTON OFFICE
98
MAY STREET
NEEDHAM
MASSACHUSETTS

AN addition to the ranks of crockery and glassware dealers in this city is soon to be contributed by the F. W. Woolworth Co. This company has already two of its chain of five and ten cent stores in the downtown business district. It is understood that the crockery and glassware department of the new store will be larger than that of the others. The store is to occupy the street and basement floors of a new building, completed recently on the site of the old Province House on Washington St. The original Province House was famed in colonial days as the official residence of royal governors under the Massachusetts Bay charter.

Miss Rosalie Jones, daughter of Theodore Jones, former head of the firm of Jones, McDuffee & Stratton, and grand-daughter of Jerome Jones, founder of the firm, was married on Saturday, June 16, to Stillman Elliott Whitney, the son of Mrs. William Fisk Whitney of Boston. The ceremoony was performed by Rev. Abbot Peterson, at the First Parish (Unitarian) Church. Mr. Whitney is a Harvard man of the class of 1916. There was a distinguished assemblage of guests in attendance at the ceremony, which preceded a reception and wedding breakfast held at the Country Club in Brookline.

E. A. Roworth of H. P. & H. F. Hunt will be in New Hampshire territory until Wednesday or Thursday of next week. H. F. Hunt declares that the firm is concentrating upon gift shop trade, that its efforts have shown gratifying results, due in part to the fact that this type of goods is finding a ready market at the various summer resorts to be found throughout New England.

One Boston crockery and glassware house has received encouraging results from a mailing list campaign begun recently. On Monday of last week, eight orders were received in this way and on Tuesday, the number of mail orders was increased to fourteen. In most cases, local concerns expect little business in the regular trade lines before the first of August, except in the cases of the large department stores which generally begin to buy about fifteen days earlier.

Joseph Pindar of Chase & Francis returned last Saturday from a week's trip by automobile through the White Mountains. He was accompanied by Mrs. Pindar.

William Lyons of the P. H. Vose Co., Bangor, Me., was a visitor to Boston during the past week.

Mr. Way of the Wapak Hollow Ware Co., Wapakoneta, O., visited Boston last week, for the purpose of conferring with the Boston representative of the company, A. T. Otis.

G. L. White of H. P. & H. F. Hunt left last Friday on a sales trip, which is to include Cape Cod and Martha's Vineyard He will be gone about a week.

John Temple of Portland, Me., was in town on a buying expedition during the week.

According to the custom established several years ago, all department stores in Boston will be closed all day Saturday during the months of July and August.

Theresienthal Fine Crystal



Palmero Shape—Patented Shape

Beautiful two-tone color effects in Amber, Blue, Green, Turquoise, Iridescent, Berstein, Ruby, Amethyst, Coral, Canary, Aurora.

If you are not coming to New York we shall be pleased to inform you when our travelers will be in your vicinity with a full line of samples to select from if you will drop us a line.

Import and Stock

FRED C. REIMER CO., Inc.

141 Fifth Avenue (at 21st St.) New York Phone, Ashland 7032

A Lamp for Every Taste and Purse

Lamp and Shade Manufacturers Now Giving Consumer High Quality Merchandise, in Big Variety to Meet Demands of All Classes of Trade

By Beatrice Miller Wisner

ELEGANCE, beauty and harmonious coloring have played a large part in the popularity of lamps and shades placed on the market during the past season. The public have been supplied with an assortment of patterns of lamps and shades in style and color-tone to meet every whim and fancy. Even the out-of-town shops have carried a large variety of models in bridge, reading and boudoir lamps well adapted to the particular towns-folk trade. It is not an unusual occurrence to note when Mrs. Jones visits the lamp department of an up-to-date store, she looks about confidently, and the salesman beams a happy and radiant smile, as he well knows that there is nothing wanting in stock to meet the fastidious taste of women customers.

If Mrs. Jones seems rather dissatisfied with the particular selection and asks to see a lamp shade with a brighter color scheme, the salesman replies quite glibly, "Why, yes, madam, I am sure we have the very thing you desire," and straightway brings forth a shade of more pronounced color. Mrs. Jones is delighted, but remarks, "Could you not give me a lamp base with more of the rose tint and gold decoration?" and the salesman at once produces a lamp base with the correct coloring, etc. Mrs. Jones is well pleased and exclaims that the selection is quite satisfactory and that the shade harmonizes with the lamp perfectly, and so the sale is consummated. Whereupon, the wary salesman asks if there is anything more in the department that he might show, and Mrs. Jones, being so well pleased, asks to see a boudoir lamp. She explains that it must be blue. A very dainty plain color base is shown and the wise salesman selects a cream chiffon shade, decorated with pink roses, to adorn the lamp. Mrs. Jones is much gratified and leaves the department a fast bound patron, who will undoubtedly prove to be a frequent purchaser in the store.



Courtesy Stern Bros.

The appeal of the house beautiful is delightfully suggested and emphasized by this artistic arrangement of torchieres and lamps

If a customer had asked to see a lamp shade trimmed with monkey fur or mink tails, the salesman knew he could have telephoned to the stock room and supplied it, as he was confident no matter how unusual the lamp or shade it was carried in the departmnet.

Variety is no more the spice of life in everyday routine, than it is in a lamp department, and here is where Greek meets Greek. When the salesman faces his customer, he knows that his firm stands back of him in supplying stock with enough spice and variety to meet the particular occasion.

From the accompanying illustration, one can readily see the important part played in the correct arrangement of lighting effect with interior decorations. How gracefully the lamp or torchiere lends itself to the harmonious draperies and background, making a picture truly beautiful. Let either the lamp or torchiere be excluded from the decorations, and the whole beauty of ensemble would be lost.

In keeping an artistic appliance of luminators, the home, hotel or restaurant may be made the nucleus of attraction and a place of restfuul and happy contentment. For there is nothing which will clash more with human temperament than an ill arranged lighting effect. The whole atmosphere and surroundings of any room can be ruined when the lights are out of tune with color scheme or fittings.

The enormous sales of lamps and shades has been due to ever-changing designs and the attractive variety of models. How to meet supply and demand and gratify dealers has been the psychological study of lamp and shade manufacturers, with the result cited above—pleased customers, repeat sales and established trade. Continue the good work, feature a lamp department, carry a varied stock and "Keep the Lamp Light Burning."

THE CHICAGO MARKET

By

J. H. Smythe, Representative

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE final meeting of the Glass, Pottery, Lamps and House-furnishing Association prior to the opening of the Third Chicago Exhibit next Monday, was held last week at the Hamilton Club. Final arrangements for taking care of both exhibitor and the buyer while in Chicago, were thrashed out. About 20 members of the association attended the meeting and the enthusiasm on the two weeks' exhibit ran high on the eve of the first day. Probably 80 rooms in the Sherman Hotel and among the local show rooms will be used for displaying of new samples during the exhibit.

The retail trade in Chicago has noticed a marked improvement during the past two or three weeks. In spite of the extremely warm weather, the housewives have been visiting the State Street stores in large numbers. Some of the wide-awake managers of house furnishing departments have been making specials of picnic outfits consisting of paper, wood or aluminum. Owing to the warm weather these outfits have been very popular among the consumers.

The annual convention of the Glass Bottle Blowers Association was held at the Morrison Hotel from July 9-11.

According to present indications Chicago will have a better and bigger Gift Show this summer than they had last August. A total of forty rooms have already been reserved by manufacturers at the Palmer House for this exhibit. It is estimated that 200 lines will be shown at this exhibit when the doors are thrown open August 5th.

George Unger, New York representative for the East Liverpool Potteries Co. makers of Semi-Vitreous China, East Liverpool, Ohio, visited friends in the local market this week.

W. T. Darden, manager of sales for the Albright China Co., returned to his Chicago office last week after an extended trip on the west coast.

The Stearnes Co. reduced its capital stock from $350,000 to $250,000 last week. This firm does an extensive business in the middle west on Hotel and Restaurant equipment.

Brundage Furniture Co. of Chicago has been incorporated with a capital of $15,000. Deal in furniture, art pieces, draperies, china and glass. Incorporators are are Richard P. Poulton, Harold Friedman, Wm. E. Rodrigues. Correspondent, Wm. E. Rodriguez.

Piggly Wiggly V. & G. Co., 1451 S. LaSalle St., has been organized with a capital of $50,000. The company will deal in household goods, food products, millinery, shoes, jewelry, hardware, china, kitchenware and a variety goods.

Adolph Karpen, of S. Karpen & Brothers, Chicago, was elected president of the American Homes Bureau at a meeting of the board of directors, held in Grand Rapids last week. Other officers elected are: John L. Young, of Young's Furniture Company, Cleveland, vice-president; A. H. Revell, Chicago, treasurer. The Board of Governors also held a special meeting for the purpose of choosing a secretary-manager to succeed Robert W. Lyon, who resigned. Headquarters of the Bureau are in Chicago.

Edgar Darden, who is connected with the plant of the Jackson Vitrified China Co. in Michigan, is in Chicago for a two weeks' visit.

Kelly & Reasner, manufacturers' agents, located at 17 N. Wabash Ave., are displaying some new an attractive samples from the D. C. Jenkins Glass Co. of Kokomo, Ind., especially for the Chicago exhibit.

G. A. W. & N. Association Elects Officers

The officers of Gifts, Art Wares and Novelties Association are: President, W. C. Owen, 17 N. Wabash Ave.; 1st Vice-president, E. W. Steinbeck, 74 E. Roosevelt Rd.; 2nd Vice-president, M. Harris, 2110 Walnut St.; 3rd Vice-president, Karl V. Gambell, 6428 Champlain Ave.; and the 4th Vice-president, Benj. Cueny, of Springfield, Mass.; Treasurer, Malvin Plesham, 2537 S. State St.; Secretary, M. Harris; Chairman Board of Directors, John F. Bowman, 10 S. La Salle St.

Board of Directors: Chairman, W. C. Owen; Malvin Flesham, J. W. Power, E. W. Steinbeck, M. Harris, Karl V. Gambell, Benj. U. Cueny, E. G. Patterson, Geo. F. Ruby, K. L. Drummond, Walter Larsen and C. L. Geesey.

Exhibit Committee: Malvin Flesham, chairman; J. H. Smythe and R. C. Geigel. Room Committee: E. G. Patterson, chairman; J. W. Power and M. Harris. Publicity Committee: E. D. Leavitt, chairman; Geo. F. Ruby, J. C. Buttersworth, Jr.; Frank B. Kurtz and Frank L. Bates. Finance Committee: E. W. Steinbeck, chairman; Wm. Huff and L. B. Reitman. Reception and Entertainment Committee: Walter Larsen, chairman; Guy Sale, Ervin Hussar and Fred C. Smith. Membership Committee: K. L. Drummond, chairman; Karl V. Gambel, E. H. Coles, S. J. Feipel and Howard G. Seiden.

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GIFT SHOP & ART GOODS-DOLLS & TOYS

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Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales.
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Makers of Dinnerware
Represented in the Middlewest and West by J. E. Boring
Telephone Central 5271

Potters Co-operative Co., Room 684
Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.

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Manufacturers
High Grade China
CHICAGO ILLINOIS

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CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

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This "card" can be made to yield big dividends. Phone Wabash 860 for rates.

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17 N. Wabash Ave.

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THE McANULTY CO.
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Kay Bee China Works
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O'BRIEN & O'BRIEN
Kamenstein Heavy and Light Tin and Japanware
All Steel "Good" O'Brien Fruit Presses and Potato Ricers
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The "Good" Mop Stick Holder

222 N. STATE

THE UNITED STATES GLASS CO.
30 E. Randolph Street
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OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

A few words in this space will bring in many dollars
Phone Wabash 860

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.

While in Chicago Visit
STETSON CHINA CO.
1535-37 S. State Street
Phone Calumet 0876
We are prepared to make immediate shipments.

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Why not Move In?
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Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
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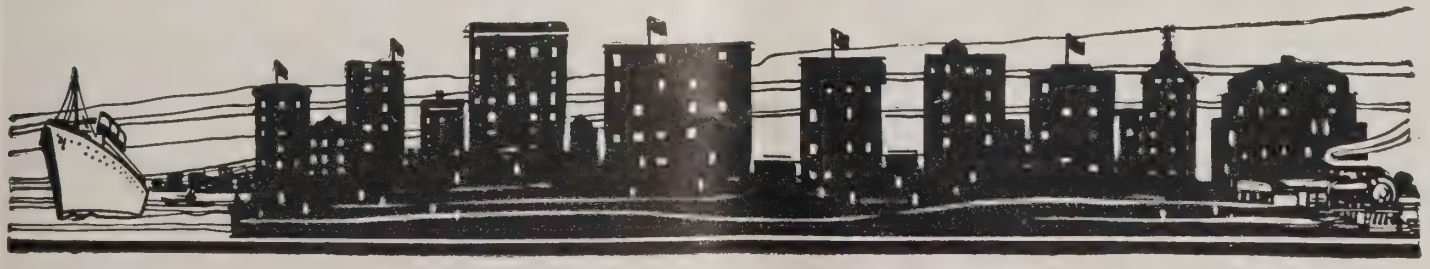
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Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

HELP WANTED

WANTED—Salesmen in all parts of the United States, Canada and Cuba who have sufficient capital to act as jobbers carrying and collecting their own accounts to sell direct to the trade our Live Line of Light Cut Glass, Tableware and Specialties. We will ship in your name direct to your customer allowing you a liberal discount. Give financial references, territory covered (and how often) and lines now represented in first letter. Box 268, care Crockery and Glass Journal.

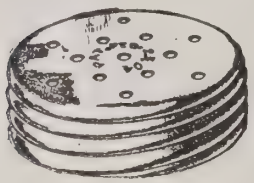
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We carry about fifty stock sizes of caps; and are also prepared to supply special sizes to order. Write us for prices and samples

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255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

Glass Factory Activities

(*Continued from page* 19)

a vacation before assuming his new work about Sept. 1.

Mr. Dougherty was with the United States Glass Co. for many years, and not so long ago was attached to the home office here of the "States" as general manager of sales. He left that company to go with the Libbey interests, where he has since remained.

He visited the Glass and Pottery Exposition here last January, and is well known not only among manufacturers, but has a host of friends within the distributing circle.

Picking the Right Salesmen

(*Continued from page* 13)

and assistants—and the hobbies of every member of our merchandising department, so I interest myself in the hobbies of prospective salesmen. It chances that I enjoy both indoor and outdoor sports and, consequently, am able to frame questions, both in the application blanks and in conversation, which will lead to the freest of expression.

Merely because a man prefers pool to golf, or building radio sets to using the chests weights at a gymnasium, does not prejudice me in the least against him. In fact, it is the man who does not have any hobbies and who drifts around aimlessly outside of business hours, that I have found to go to pieces on the road. For every man who has fallen for the bright lights on the road because he enjoyed cards, billiards or pool, I have found a number of men who, without previous acquaintance with night life, have turned toward it when they did not have the usual round of neighborhood drug- and cigar-stores and a metropolitan newspaper to read from cover to cover each morning.

Not only do I want to know a man's hobbies, but I want to know with whom he associates by choice and the regard in which he is held by those with whom he associates by choice. It means something positive to me when the man is high up in the local temple of his lodge. It means something positive to me if a youngster of 22 or 24 is captain of a twilight baseball team. It means something to me if he is a class instructor in some Y. M. C. A. night school, or one of the leading lights of a K. of C. basketball five.

In one form or another in our application blanks—which are constantly changing in form—or in interviews with those who survive the weeding out process, I try to get full answers to this question, "What do you do outside of business hours?" Just as I have indicated that I feel favorably inclined toward participation in indoor or outdoor sports, I feel unfavorably inclined toward the extremist in these.

In January, 1921, I passed up a promising looking candidate into whose eyes came the greatest enthusiasm when baseball was mentioned. He had many good qualities, but only one enthusiasm. It chanced that another sales manager was with me when the applicant was announced, and heard my turn-down. He asked permission to hire the man in case I did not wish to consider him. That man jumped him in May to join a semi-pro baseball league, in spite of protestations that he "was going to settle down to business."

Applicant's Resources

One of the problems which inevitably arises in connection with hiring salesmen is to determine their attitude toward ordinary business honesty. The man who has contracted debts beyond his ability to pay, and who is being pushed by them, is the first to wish for a job in distant fields. Yet the same causes are exactly the ones which lead to padded expense reports—and worse.

Some sales managers have told me emphatically that they would never lower themselves or insult a man who wished to become connected with them, by inquiring into his financial resources. While I heartily agree that there is a limit beyond which it is neither profitable nor justifiable to inquire, I do feel

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CHEMICALS

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E. V. Weiss, 874 Broadway, corner 18th Street
Telephone: Stuyvesant 6667

"ZANE WARE"

A MARK OF
DISTINCTIVE POTTERY
FRUIT AND FLOWER BOWLS
CANDLESTICKS, VASES
JARDINIERES, ETC.
in beautiful colored glazes and
FAMOUS MOSS AZTEC FINISH

THE ZANE POTTERY CO.
South Zanesville, Ohio

that a simply worded question in the application form, "If you have outstanding indebtedness more than a month old, kindly explain its nature, the amount and reason for non-payment," is perfectly fair.

One reason why I feel strongly in this regard comes from my failures to act upon knowledge gained in personal interviews and knowledge gained after hiring applicants of whom a query of this type had not been asked. In talking the matter over with other sales managers, numerous cases of this type have come to light. A well-dressed applicant with decided personal qualifications, thoroughly able to sell his own services advantageously, is found to owe fifty to one hundred dollars for jewelry or men's clothing. These are usually balances of the original account, payments on which have been made at irregular intervals and usually as a result of collection pressure.

Not one of the men of this type—and I have examined into many cases—is made a permanent addition when hired. Either they have contracted the habit of buying jewelry for their "lady friends," or they have set for themselves standards of dress beyond their income without making renunciation in other directions to offset their extravagance in this line.

Frequently there will be found overdue indebtedness due to a combination of expensive dressing and gifts. A prominent official of a bonding company told me that when such facts came to their knowledge there was not one chance in a hundred of the applicant's being accepted for bonding.

We lay great stress in our application forms on both business and personal references. We ask for the name of every previous employer, and while we seek the name of the individual in charge of the department in which the applicant worked, we address our letters to the company itself, indicating in the body of the letter the department involved. With the larger companies we invariably direct our inquiry to the employment manager. This is the result of the common experience of an unscrupulous applicant giving the name of a fellow-clerk or fellow-salesman, so that the reply to the reference letter is in no way representative of the standing of the ex-employee.

In addition to these business references, we secure five personal references. Without going into laborious detail, the one question which we invariably ask, and which we follow up until it is answered, is, "Do you know of any reason why you would not employ this man with entire confidence that he would acceptably fill the position described below?" We couple this with an exact description of the work, painting it in its true colors, with its hardships and temptations stressed rather than the possibilities of rewards.

New York Directory

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FERDINAND BING & CO.'S, ***Successors, 67-69 Irving Place, near 18th St.***

Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, ***35-37 West 23d St.***

Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots

GEO. F. BASSETT & CO., ***73 Barclay St.***

"The Dinnerware House of America."

L. D. BLOCH & CO., ***37-41 East 18th St.***

Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND SPODE CHINA AGENCY, ***43 West 23rd St.***

Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

JOHN DAVISON, Inc., ***14 Barclay St.***

English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., ***135 Fifth Ave.***

Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, ***43 Murray St.***

Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., ***920 Broadway, corner 21st St.***

HAVILAND & CO., ***11 East 36th St.***

The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, ***39-41 West 23d St.***

Ahrenfeldt French China.

MADDOCK & MILLER, ***39-41 West 23d St.***

Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., ***105-107 East 16th St.***

Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., ***53-57 West 23d St.***

Japanese Goods.

LA PORCELAINE LIMOUSINE, ***39-41 West 23rd St.***

Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., ***184 Fifth Ave.***

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters for the

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A. J. Wilkinson's, Ltd., J. H. Weatherby & Sons, Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

L. STRAUS & SONS, ***42, 44, 46 Warren and 116 Chambers Sts.***

Importers and Manufacturers.

TAIYO TRADING CO., Inc., ***101 Fifth Ave.***

Successors to Takito, Ogawa & Co. and the Tajimi Co. Japanese and Chinese Goods. Catalogues upon application. Tel.—Stuyvesant 3823. Chicago Office, 327 West Madison St.

B. TOMBY, ***20 West 23d St., Representing:***

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JUSTIN THARAUD, ***24 West 23d St.***

Sole agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, ***65 Barclay St.***

Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., ***104 Fifth Ave.***

Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, ***255 Fifth Ave., between 28th and 29th Sts.***

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

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"The House of New Ideas." Cameo Etchings and Encrusted Coin Gold.

BRYCE BROTHERS COMPANY.

Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., ***New York Salesroom, 184 Fifth Avenue.***

Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., ***Fredk. Skelton, Representative, 200 Fifth Ave.***

Colored and Iridescent Glassware.

ECONOMY TUMBLER CO., ***Morgantown, W. Va. Cox & Co., Representatives, 120 Fifth Ave.***

Fine blown tumblers and stemware.

FOSTORIA GLASS CO., ***141-147 Fifth Ave.***

Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., ***224 Fifth Ave.***

Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.

Pressed ware, lamps, tumblers and novelties. *T. W. Hamilton, Representative,* 139 *Fifth Ave.*

SUSQUEHANA CUT GLASS CO., ***T. W. Hamilton, Representative, 139 Fifth Ave.***

WESTON GLASS CO., ***T. W. Hamilton, Representative, 139 Fifth Ave.***

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Crockery and Glass Journal

The Representative Paper of the Industry
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DOLLS AND TOYS
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VOL. 97 JULY 19, 1923 No. 3

AS THE EDITOR SEES IT

BUILDING UP A BIGGER CUSTOMER LIST

THERE are more ways than one to increase the selling zone of a retail store, as is evidenced in the rather unusual method employed by a large and wide-awake department store, with a good surrounding country to draw upon. While this store was increasing its sales right along, the manager, in happening to glance through the store's surburban customer list, discovered that it was a lean tabulation and that the store should be doing more business ouside the city limits. Following up this clue he checked over the customer accounts and the parcel post and express shipment records. He also found out that the store ran but an occasional delivery car through this territory. And finding out all these significant things, what did he do? Just this.

HE carefully considered the problem which he had accidently brought to light and the more he thought about the opportunity of building up a bigger customer list in outlying territory, the more firmly did he believe that the store should transact a big business in these towns which were bringing in but little busuiness. The territory was well populated with what he termed "high class trade," just the class of customers which his store was prepared and anxious to serve. So, with all his talking points ready for use, the manager went to the firm and said he had a plan to develop suburban trade. He also told the boss that he would like to try out his idea without saying anything to his associates. As the plan did not affect anything else in the store, he was told to go ahead and try the plan out.

THE manager did. On a Monday morning after all the delivery cars had left to cover their routes, he ran out one of the extra cars which had been newly painted and with an emergency driver on the seat with him, the manager gave instructions to drive to the first town beyond the store's delivery radius. They took along the few parcels which had been scheduled for delivery in this town. On reaching the town the manager instructed the driver to go slowly and they drove through every street in the town. On busy streets the car stopped beside the curb for ten and twenty minute periods. And the manager did not fail to observe that the car, with the store's name on it, attracted considerable notice. It took three hours to do the whole town in this manner, then they drove to the next town and repeated.

FOR a period of two weeks the manager covered the territory, taking along the parcels for delivery each day, and driving faster to cover more towns on each trip. During the two weeks, some fourteen towns had been covered and deliveries were averaging not over two to the town. The result of this was that the people in the various towns had now become familiar with the sight of the store's car. Results were soon apparent. Within thirty days the number of parcels delivered increased to fifty per day. Checking up with the mail-order department disclosed that a very large percentage of all the mail and 'phone orders from the territory covered in the publicity trips, referred to the delivery car in their neighborhood. Also many customers from these towns came into the store and asked, when purchasing, when the goods would be delivered.

FROM an average of two parcels the delivery has been increased to some one hundred and fifty parcels a day and the manager is planning to put the same plan into operation in a number of other outlying districts, making use of a special delivery service as the regular delivery routes do not extend over fifty miles from the store. This scheme of building trade where none existed before may not be new, but it shows that publicity is the magnet which attracts trade to the store.

Glass Makers Hold 47th Convention

Flint and Lime Glass Manufacturers, Hold Interesting Meeting, W. A. B. Dalzell, Succeeds Marshall W. Gleason as President

THE meeting of the American Association of Flint & Lime Glass Manufacturers was held last Monday afternoon, July 16th, at the Marlborough-Blenheim Hotel, Atlantic City, N. J., which marked the forty-seventh annual convention of the organization. While the meeting was not quite as well attended as usual, it was nevertheless enthusiastic.

After many years as president of the Association, during which period he had given unstintingly of his ability and time, the resignation of Marshall W. Gleason, of the Gleason-Tiebout Glass Co., Brooklyn, was received with genuine regret by his associates in the organization, by whom he was looked upon with real affection.

The meeting differed this year from those in the past, there being no regular address to the manufacturers by President Gleason and no special speaker provided for. The elimination of the first mentioned feature was a disappointment, for the members always derived food for thought from Mr. Gleason's annual message to them.

Following the roll call and the reading of the minutes of the quarterly meeting, held at Wheeling, W. Va., on April 5th, President Gleason announced the election of officers as next in order and said before appointing the nominating committee, that he specially requested, that his name be not considered for re-election. He said that in no year, since he had been in business had he been more active than the one just past, and since he would soon pass his seventieth birthday, he felt it was time to retire from active participation in the association entirely and take things easier all round. He said that from the inception of the National Glass Association, dating back about thirty-five years, he had attended every meeting and conference, this being the first that he would be absent from the conferences. He said that after so many years activity in the association, which had been crowded with so much interest and pleasure, it was not easy to step out. He spoke with special feeling of some of his former associates in the organization who had passed to the great beyond.



Marshall W. Gleason, Retiring President

Mr. Gleason appointed Charles West, Howard Jenkins and R. A. Farris, as nominating committee, and their recommendations for the various officers of the association were unanimously elected as follows:

President, W. A. B. Dalzell of the Fostoria Glass Co.; First Vice-President, Marion G. Bryce of the United States Glass Co.; Second Vice-President, Nicholas Kopp of the Pittsburgh Lamp, Brass & Glass Co.; Treasurer, E. P. Ebbertts of the Phoenix Glass Co.; Actuary, John Kunzler; Directors: W. A. B. Dalzell, Marion G. Bryce, Nicholas Kopp, E. P. Ebbertts, Marshall W. Gleason and A. J. Bennett.

Immediately upon the election of officers, Mr. Gleason said he would relinquish the chair to Marion G. Bryce first vice-president, who presided over the remainder of the meeting, in the absence of Mr. Dalzell, in his usual able manner.

A letter from Clarence Heisey, of the A. H. Heisey Co., was read, relative to a plan to impress the beauty, utility, etc., of glassware upon the consuming public, in a series of articles. Considerable interest was evidenced over the subject and a committee was appointed to go into the matter further. The committee consisted of Reuben Haley of the United States Glass Co., Charles West of the Westmoreland Specialty Co., and George Dougherty of the Economy Tumbler Co.

The following resolution on the death of Jacob Franklin Kirk was read, adopted and a copy ordered sent to the family.

Again it has become the duty of the American Association of Flint and Lime Glass Manufacturers to record the death of one of its old members. On Tuesday, March 27th, 1923, Mr. Jacob Franklin Kirk passed to his reward.

For twenty-five years he represented in this Association the Consolidated Lamp & Glass Co. For a like number of years previous to this he had represented the original Rochester Tumbler Company in the capacity of traveling representative, and as such, was perhaps one of the best and most favorably known of the fraternity in the United States and Canada, and was one of the pioneers to introduce American Pressed Glassware in foreign countries, including Great Britain, Australia and South America, which countries he visited and helped lay the foundation for the present volume of business.

Therefore, Be it Resolved, That in the death of Mr. Jacob Franklin Kirk the American Association of Flint and Lime Glass Manufacturers has sustained the loss of one of its much valued members and friends, and be it further

Resolved, that the Resolution be spread upon the minutes of the Association and that a copy be sent to the bereaved family in assurance of the heartfelt sympathy

of its members, who join with them in sorrow and loss we all have sustained.

W. A. B. Dalzell,
E. P. Ebbertts,
H. C. Fry,
Committee.

Victor G. Wicke of the Imperial Glass Co., said as this was the last meeting that Mr. Gleason would attend in an official capacity, he wanted him to know how much he had appreciated him. He said he had been a real friend to him and a great help on many occasions. He said that it was Mr. Gleason's broad mindedness and absolute fairness, that had been responsible for keeping him in the association. He said that he had combined dignity, with a friendliness in the office, that had been greatly appreciated. She said it would be utterly foolish and unfair to ask him to continue as president, when he did not want to, but that he sincerely hoped he would come back and not forget the association altogether.

Mr. Gleason in reply said he wanted to extend his thanks for this expression of friendliness and said he had always looked upon the members of the organization as his friends and that now he knew they were.

The following were present at the meeting: R. A. Ferris, Belmont Tumbler Co.; Arthur Bennett, Cambridge Glass Co.; John Beiswanger, Gill Bros. Co.; E. A. Gillinder and Geo. F. Steele, Gillinder & Sons; Marshall W. Gleason and Chas. Gleason, Gleason-Tiebout Glass Co.; A. C. Franc, Holophane Glass Co.; V. G. Wicke, Imperial Glass Co.; Addison Jenkins and Howard C. Jenkins, Jenkins Glass Co.; A. J. Smith, McKee Glass Co.; D. A. Taylor, H. Northwood Co.; E. P. Ebbertts, Phoenix Glass Co.; C. M. Rodifer, Rodifer Glass Co.; Geo. Dougherty, Economy Tumbler Co.; M. G. Bryce and Reuben Haley, U. S. Glass Co.; Chas. R. West, Westmoreland Specialty Co., and Calvin Roe, of the Fostoria Glass Co.

The trade press was represented at the meeting by H. R. Handy of the *Pottery, Glass & Brass Salesman*, J. G. Kaufmann of *China, Glass & Lamps* and F. Calvin of the Fostoria Glass Co.

Business Good, Says Woolworth Co. Head

Asserting business is good and that there is no reason it should not continue good for the rest of the year, H. T. Parson, president of F. W. Woolworth Company, yesterday attacked what he termed Wall Street's "bugaboo" on the financial outlook.

Merchandise prices were on a stable basis, he said, and his company did not hesitate to contract for future delivery at present prices. Manufacturers were not calling for financial assistance, as was the case with some last year, and, he added, shipments were prompt in all sections of the country.

"Our sales continue in splendid volume," said Mr. Parson. "June sales showed a substantial increase over those of June, 1922. This, coupled with the fine increase reported by the mail order houses for the six months, proves the public is making and spending money. In May only one district—that of Butte, Mont.—showed sales under May, 1922; but this will be made up by the sales in June. All other districts are far ahead of last year's total."

The Woolworth Company expects to open more than sixty stores in various parts of the country during the current year, according to Mr. Parson, who said this would be an increase of approximately ten over the average number opened in the last few years.

"I think Wall Street has started a bugaboo," Mr. Parson said. "I see no reason for pessimism. I have found no such sentiment regarding the future among retail merchandising men or, for that matter, among manufacturers, as seems to be overflowing the financial district.

"At our recent directors' meeting for organizing the board, we had present our district managers, representing every section of the country. Without exception, they reported their own and general business in each district to be good and the outlook bright. Even that part of the Southwest which includes copper mining territory is showing splendid improvement, although towns there have been hard hit because mines were shut down for a period. Sales in the South are good. In my opinion, the South's financial position is strong.

"I find merchandise prices on a stable basis and for that reason we are willing to buy ahead. We are not experiencing requests for financial help by manufacturers who turn out our merchandise, nor is there any distress selling of goods by manufacturers who find themselves overstocked."

The New England railroad situation was clearing up rapidly and the retail situation there was good, Mr. Parson said.

"Another noticeable improvement which, I believe, is general," he continued, "are the splendid deliveries by th railroads. A year ago we were held up from thirty to sixty days by slow deliveries, but this year the reverse is true."

Another helpful factor in the domestic situation, Mr. Parson said, was the high type of immigrants to the United States. These should help the labor situation and reduce the shortage of skilled help, he thought.

As for the Woolworth Company, its president estimated 1923 sales would exceed $180,000,000, as against total gross sales last year of $167,000,000. The company was proceeding conservatively and had no intention of paying any extra cash or stock dividends this year, he said, adding that surplus cash would be used to liquidate bank loans, made to assist in paying out $12,500,000 when $10,000,000 preferred stock of the company was retired at 125 last February. Last year the company brought its "good-will" item down to $30,000,000 through transfer of $20,000,000 from profit-and-loss surplus. This policy would be continued, Mr. Parson intimated.

The Woolworth Company, which imports china, crockery, toys and other merchandise from Germany, negotiates all such deals in dollars, Mr. Parson said.

Toy Industry Firmly Intrenched

Campaign for Year 'Round Selling Stimulates Demand and Early Buying Creates Real Boom in Production, With 1923 Headed for Record Breaking Sales

COMPARED with conditions in the toy trade at this time last year, the present satisfactory state of affairs is declared to be noteworthy. In 1922 the toy manufacturers booked practically no business during the first half of the year, which is most important from their standpoint, because of the need of planning their operating schedules. It was not until well along in the Fall that buyers began to send in their orders, doing so then largely because they found they could not receive the large shipments of German toys which they had counted on. Once started, the rush soon became an avalanche. The factories had more business than they could handle at such short notice, and many retailers were unable to secure the necessary amounts of merchandise required for the holiday season.

This year, according to Fletcher D. Dodge, Secretary, of the Toy Manufacturers of the U. S. A., Inc., the situation has changed very much for the better. All of the reports received by him at his office and impressions gathered while on a recent trip, he said yesterday, indicate that the current year will be a good one as far as toys are concerned.

The demand has been much heavier and buyers have specified earlier shipping dates than last year, he continued. Moreover, reorders have already been received on certain kinds of toys which are particularly adaptable for Spring and Summer sale. As the retail sales during the first six months are usually a good index as to what will happen during the remainder of the year, it appears safe to say that a large Fall and holiday business can be looked forward to.

So far as the operations of manufacturers are concerned, I found during a four weeks' trip that some of them, because of local labor shortage, have had to work their factories overtime in order to meet their shipping dates. In quite a few instances I was told that the demand for toys is more than double what it was last year, with an even greater proportion of increase in certain items.

The great difficulty in the toy business is the fact that the bulk of the merchandise, no matter how good the Spring and Summer business may be, is sold during the holidays. This creates a condition which is just as hard a problem for the retailer as it is for the manufacturer. It requires close co-operation between the two to secure early shipments, as it is impossible to take care of all orders at the last minute. Retailers have been giving this co-operation this year.

While touching on this point I might say that, if retailers would put their toys on display when they came in, they would undoubtedly be surprised at the large volume of toy business which could be done outside of what they consider their regular toy season. This is in line with the idea that toys may be pushed as all-year round merchandise.

An example of this was cited to me recently in the case of a retailer handling large quantities of toys at each holiday, who found at the last minute that he would not be able to get some goods he had ordered for Labor Day. He wired to a manufacturer from whom he had ordered certain items for Halloween to make immediate delivery of part or all of that order and duplicate the shipment for later delivery. To the surprise of the dealer and the gratification of the manufacturer practically all of the first order was sold out for Labor Day, and, so far as could be noted, the Halloween business was just as good as it had ever been. Dozens of similar instances, which show that toys can be pushed to good advantage outside of the holiday season, can be quoted. It should also be remembered that toys can be used as a means of getting parents into the store, which should benefit sales in other departments.

A problem to which toy manufacturers are giving considerable attention this season is the one of getting before the dealers and into the hands of the man who can use them the attractive colored cards and window display helps which have been prepared for free distribution.

An indication of how this subject is being studied may be given in the action of one of the members of the association in sending out a salesman of many years' experience to make an intensive survey of how to help the dealer to best advantage. In this particular instance the salesman had loaded up an automobile with a large quantity of window display material, with the intention of calling personally upon all the dealers in one State in the expectation that what he would find out in that territory would enable the firm to devise a plan that would work well in all parts of the country.

Another manufacturer on whom I called during my recent trip showed me a special package which he has designed to carry his advertising material, because he discovered that his counter cards, &c., had been so carelessly handled by the dealers that they were unfit for use when the time came around to put them up. This year he has reduced the size of his card to about one-third that formerly used, but the total cost per dealer will be increased because of the corrugated paper container in which the material is placed. This container is designed particularly to secure the same care for the contents from the man who unpacks the goods as for the merchandise

itself. The manufacturer hopes that through this means the display material will go up to the toy department along with the goods.

We fully recognize that this problem is not peculiar to the toy industry, as every line of trade is trying to discover just what kind of dealer helps are wanted and how to make sure that they will be used. There is one difference, however, that may be noted. In many lines the salesmen call on the retailers more or less frequently to personally check up the use to which the advertising material is put and to help the retailer work out efficient plans for using it. The bulk of the toy business, however, is done in a comparatively short season and, generally speaking, there is no opportunity for salesmen to call on the majority of toy dealers when the merchandise is on display. This means that the only opportunity to make sure that the helps will be availed of is when they are sent out from the factory, which is usually several weeks in advance of the time they will be used.

Domestic Exports of China and Earthenware

Domestic exports of china and porcelain ware for the month of May show a decrease amounting to $4,822 in table, toilet and kitchen ware from the figures for April. Miscellaneous china and porcelain ware, not including electrical porcelain, shows an increase for the same period of $5,483. Figures for May, just made public by the Department of Commerce, follow:

Countries	Table, toilet or kitchen ware	Other china and porcelain ware
	Dollars	Dollars
Azores and Madeira Is.	58	—
France	100	3,967
Switzerland	10	—
England	—	211
Canada—Maritime Provinces	97	62
Quebec and Ontario	4,093	2,871
Prairie Provinces	886	—
British Columbia and Yukon	518	11
British Honduras	9	—
Guatemala	288	23
Honduras	1,295	—
Nicaragua	—	14
Panama	227	330
Salvador	—	25
Mexico	957	632
Bermuda	142	152
Jamaica	—	12
Other British West Indies	—	17
Cuba	2,286	4,356
Dominican Republic	22	130
Dutch West Indies	13	—
Haiti	22	55
Virgin Islands of U. S.	16	39
Argentina	20	131
Brazil	19	—
Chile	100	100
Colombia	77	107
Ecuador	—	60
Peru	38	18
Venezuela	40	82
China	12	—
Japan	18	64
Philippine Islands	25	14
Australia	—	1,114
New Zealand	—	110
Other Portuguese Africa	—	6
Germany	80	—
Total	11,418	14,725

Exports of Earthen and Stone Ware

Countries	Table, toilet or kitchen ware	Other earthen, stone and crockery ware
	Dollars	Dollars
France	—	10
Germany	—	5
England		3,200
Canada—Maritime Provinces	—	552
Quebec and Ontario	81	40,764
Prairie Provinces	49	862
British Columbia and Yukon	48	145
Costa Rica	—	18
Guatemala	—	232
Honduras	484	4,343
Nicaragua	27	41
Panama	142	817
Salvador	—	4
Mexico	409	13,822
Newfoundland and Labrador	—	57
Bermuda	—	492
Jamaica	—	3
Trinidad and Tobago	—	16
Other British West Indies	—	236
Cuba	2,827	30,230
Dominican Republic	410	43
Dutch West Indies	—	72
Haiti	—	414
Virgin Islands of U. S.	13	86
Argentina	—	531
Chile	—	222
Colombia	151	347
Venezuela	—	27
China	148	91
Other Dutch East Indies	—	28
Japan	36	565
Philippine Islands	—	142
Australia	—	1,378
Belgian Kongo	—	16
Portuguese East Africa	—	21
Other Portuguese Africa	—	57
Total	4,825	99,895

Stoke-on-Trent Exports

The total declared exports of all articles from the Consular District of Stoke-on-Trent, England, to the United States of America during June amounted to £111,172 of which amount £94,600 covered shipments of earthenware and china.

The total declared exports of all articles to the United States for the six months of this year amounted to £559,005 compared with £569,507; £527,553; £450,821; £277,027; £302,224; £307,186; £229,104; and £233,872 for the same period of 1922, 1921, 1920, 1919, 1918, 1917, 1916, and 1915 respectively.

The German Glass Industry

The Berlin "Industrie und Handels Zeitung" reports that deliveries of raw material in the table glass industry during the past month were satisfactory, but that the business situation has grown worse. There was scarcely any inland demand, and exports compared with the previous month fell off by one-third, competition with the Belgian and Czecho-Slovak industry being impossible. The Export Association of German Table Glass Manufacturers have made new offers recently in which the reduction of the export duties from 6 to 1 per cent is taken fully into account. Further reductions of activity have become necessary, the workers being employed, in some cases, on repairs, while in others short time has been introduced. Only a few works were in a position to manufacture for stock. In the hollow glass industry

supplies of raw material and coal were generally satisfactory. The prices of raw materials remained at their former height. There was a further decline in business driving the month. Owing to the high cost of production and high selling prices inland business fell off greatly. The prices were above those of the world's market, which hindered exports. Activity was reduced to a still greater extent, and a number of ovens had to be extinguished. A report to "Le Verre" says: Generally speaking, glass factories are well occupied, although production is still hampered by the lack of fuel and raw materials. New orders are becoming scarcer, however, due to the steady rise in prices. The occupation of the Ruhr has stopped business with the territories inn French and Belgian hands, and also to France and Belgium; in addition to this the glass industry is finding some difficulty in opening up new markets. The publication of balance sheets for 1922 show, nevertheless, steadily increasing profits from year to year in sympathy with the fall in the value of the mark. All the glass works are distributing dividends of 100, as compared with 25 to 35 per cent in the previous year.

Glass Industry in France

Disputes still continue, owing to the high costs of living, and several firms have already granted increases of wages, ranging from 10 to 15 per cent. In the Paris district hands at Courbevoie have struck, to the number of about 100, demanding that the increased cost of living should be advanced from Fr.1.80 to Frs.3. A similar dispute has also broken out in the "Cristallerie d'Ivry." It would, says "Le Verre," be monotonous to enumerate all the firms and districts where similar troubles have arisen; suffice it to say that in all parts of France, and in all branches of the glass industry, the cry is now for "more money" on the part of hands, and, if their request is not granted, they strike forthwith. As regards the general situation, reports from the St. Etienne district state that the recovery is slow, but steady.

Italian Glass Industry

The "Vetreria Picone," at S. M. Capua Vetere, has now resumed work. At Rome the "Vetreria d'Italia Centrale" will, says "Le Verre," probably have to close down, as the burden of the heavy rates and taxes, combined with other high charges, threatens to render business unprofitable. The hands have now appealed to the Government to grant relief from heavy taxation to the glass industry. At Colle d'Elsa, the glass works, Operaia Colligiana, is now working. M. Boschi has taken over the "Vetreria Elsana," the debts of which he will pay. The "Vetreria Rossi," at Piegare, has also resumed work. At the "Vetreria Lombarda," at Abiategrasso, the old furnace has been extinguished; the new eight-crucible furnace was placed in operation a few weeks ago. The "Vetreria Garavglia," of Buffalora Ticino, floated at the beginning of 1922, uses a furnace with a direct-fired tank or basin with a capacity of 1,800 kg.; work is being somewhat hampered by technical d culties which have recently supervened. At Bologn new furnace, constructed by the engineer, Fe Franceschini, is giving very good results. At Flor the cut-glass works has been using an eight-pot fur for some time past, and excellent results are repor The "Vetreria Lemmi," at Leghorn, are still inopera At the Busoni works the furnace built by Luigi Gev is working well; this firm has constructed a new p for bottles. At Milan the "Vetreria Felice Asci prener" has resumed work, so that there are now glass works active here. The "Cristalleria Italiana also rekindling a second furnace. The "Vetreria Z at Scrofiano, has also resumed work, and at Pesc after being closed for two years, the glass works rec menced work in December but closed again in May. Naples work in the glass industry has been consider reduced, and the glass works of N. Marano and Fra Spadaccio have been closed. At Salerno the stat under notice, and the "Vetreria Limatola" is also missing its hands. At Cremona work has started at new glass works of Fratelli Paradisi.

Canada and Price Fixing

In Canada they have the problem of price mainten pretty much the same as it is here. For the last co of years or so they have been trying to meet it, and have finally enacted legislation for the purpose. differs with what has been done in this country in s important particulars. Here we have the Sherman A Trust and the Clayton acts directed against monop and unfair competition, with a Federal Trade Commis and the courts to appeal to for inquiry and final j ment. In Canada the procedure is more simple. T the mere fixing of certain prices is not to be regarde an infraction of the law unless it be detrimental to public. Nor is any merger unless it has this effect restrains or injures trade or commerce. The benefit the act may be invoked on the petition of any six Br subjects living in Canada who may apply for an off investigation of any combination. If such applicatio frivolous or vexatious the registrar investigating abandon the inquiry upon advice from the Ministe the Crown in charge of the administration of the If, however, the case presented is justified in the inv gation, several remedies are provided. One of these vides for a penalty of not more than $10,000 or impri ment for two years for an individual and a fine not ceeding $25,000 for a corporation.

But the Canadian act goes further than merely pro ing penalties of this kind. It aims to make it unprofit for concerns to combine in price fixing so as to gouge public. With this end in view, there is a provision the Governor in Council may direct the admission Canada, duty free, of any article the price of whic maintained by an illegal combination in that country. would open the Canadian markets to free competi from outside, and thus act effectively on any monop

CAUGHT IN THE NEWS NET

ARRIVING here on Tuesday morning in time to enjoy a days outing with the trade golfers at Arcola, N. J., Ira M. Clarke of the New Martinsville Glass Mfg. Co., is spending the balance of the week in New York on business for the factory. He expects to attend some of the glass conferences at Atlantic City before he returns home.

W. J. McCall housefurnishing buyer for the D. H. Holmes Co., New Orleans, is spending this week in the local market placing orders. Mr. Harris the china and glassware buyer for the firm is also expected this week, the latter having stopped off enroute to visit the factories.

Jos. Bason buyer for A. Lisner, Washington, D. C., is in town this week buying for his August sale. Business in his departments is making a record.

John Postley is making a tour by automobile of the Hudson River this week calling on the trade with the housefurnishing lines of Chas. A. Postley & Son.

Floyd Parks buyer for the O. T. Johnson Co., Galesburg, Ill., arrived in New York on Monday, for a ten days' stay, during which he expects to be very much engaged, having been made, in addition to china and glassware, the buyer for the housefurnishing, silverware and other departments.

The friends in the trade of H. Wallace Thomas of the Diamond Glassware Co., Indiana, Pa., were surprised to receive announcements of his marriage, which took place on March 29th. The bride was Miss Sarah Myrtle McFarland of Brooklyn, N. Y.

Langley Hawthorn, buyer for Abraham & Straus, Brooklyn, expects to take a week off next week, which he will spend on his yacht.

P. Simpkins, with the local office of S. A. Weller, leaves the end of the week for a tour of some of the Adirondack resorts in his car.

J. W. Robinson, vice-president of the Libbey Glass Mfg. Co., made a brief visit to New York this week to confer with the concerns local representative Kenneth P. Lockitt, enroute to New Hampshire with Mrs. Robinson, where they will spend their vacation.

"Gus" Bub to Take Chicago Position

"Gus" Bub, well known in the trade as buyer, and now with Lebeck Bros., Nashville, Tenn., has resigned his present position, to accept the buyership of housefurnishings, china, glassware, lamps and toys for the Lieters Stores, Chicago, which was formerly known as the Siegel Cooper Store.

Soy Kee & Co. Opening Uptown Salesroom

Soy Kee & Co., the well known importing concern of Chinese Wares, 7 and 9 Mott Street, are opening this week, in addition to their headquarters in Chinatown, a wholesale salesroom at 1263 Broadway, where they will occupy the entire floor for the display of their extensive sample line.

Salesmen Association Golfers Turn in Good Scores

On a dry day and a dry course a dry crowd battled for golfing honors at the championship course of the Arcola Country Club which sets in the Jersey Mills near Paterson.

Although "par" for the round was 70 the scores of the day were uniformly better than at previousu meetings. McFaddin had to veritably shoot his head off to clean up. The scores for the day were as follows:

	A. M.	P. M.	Handicap	Net	Selected
H. D. McFaddin	94	81	4	167	75
R. A. Jacobus	103	100	16	171	79
C. A. Dodson	94	91	..	175	83
L. S. Hinman	109	98	15	177	89
H. T. Owens	104	107	16	179	83
D. M. Miller	93	101	7	180	89
Thomas Smallwood...	104	108	16	180	89
J. E. Killackey	99	91	2	186	89
G. L. Lobitz	122	137	36	187	89
G. L. Pitcairn	89	101	1	188	83
H. K. Satow	108	103	11	189	85
L. S. Owen	98	102	4	192	87
H. C. Smallwood.....	103	114	7	203	90
Ira Clark	114	117	8	215	100

The prize for the selected 18 went to Mr. R. A. Jacobus with a net of 79. As a matter of record Harry McFaddin had the low score for both the 36 hole and the 18 hole events but the rules provide for one prize a season so that he won only to lose. Any other Scotsman would have "hollered" but Harry took his loss without a murmer.

The next event is scheduled for August at Forest Hills with Joe O'Gorman as host. This means a big turnout.

The season's winners have been as follows: L. S. Hinman, J. B. Killackey, L. S. Owen, H. T. Owens, H. D. McFaddin and R. A. Jacobus.

To Discuss Merchandising

Selection has been announced of five of the seven Chairmen of the merchandising conferences which will feature the midsummer conventions of the National Retail Dry Goods Association held in conjunction with the

Merchandise Fair. The discussion of merchandising of small wares on July 25 will be led by C. B. Dulcan, the Hecht Company. On July 26 Charles J. Brady, the Jordan Marsh Company, will be the leader of the conference on home furnishings, followed on the next day by J. F. Raphael, William Filene's Sons Company. The talk on general basement departments will be in charge of George E. Preston, J. L. Hudson Company, the meeting being scheduled for July 31.

Caheen Bros., Birmingham, Ala.; the Barton Company, Manchester, Vt, and Charles Nechman's Department Store, Newport News, Va., are now represented in the local market by E. Lilianthal, resident buyer, 1150 Broadway.

New York Experts Attend Washington Conference

New York customs experts were present at the first public hearing under the flexible provisions of the new tariff law to be held in Washington before the United States Tariff Commission July 17. These experts will observe the procedure followed which will indicate to what extent importers may introduce evidence before the commission regarding proposed changes in the tariff schedules. A number of these customs experts have been retained by import interests which are involved in future hearings before the commission.

The hearing in Washington is being watched carefully by New York business interests, both import and domestic. Experts have been sent to Washington by the National Council of American Importers & Traders, Inc., to observe the proceedings, while the various protective organizations, it is understood, have done likewise.

Increase in Customs Service Effective at Once

Despite the inadequacy of the funds available for the current fiscal year the forces of the customs service at New York and other ports throughout the country are to be increased at once, Assistant Secretary of the Treasury Moss announces.

Mr. Moss declared that the expansion of the customs service forces was made absolutely necessary by the congestion of imported goods at the port of New York and elsewhere and asserted that there was no alternative to the enlargement of the various staffs. He indicated that the Treasury is considering the allocation of the appropriations available for the current year on a basis that may require a supplemental appropriation by the next Congress through the utilization of the greater part of the funds during the early months of the period.

Mr. Moss said that his recent inspection of conditions in the Port of New York had convinced him that something must be done. Although there has been no change of attitude on the part of the Budget Bureau, which has opposed the allocation of customs service funds with a view to obtaining a supplemental appropriation, Mr. Moss recalled that President Harding let it be known before his departure for Alaska that the Administration considered that an emergency existed in the customs service which would have to be met.

Salesmen's Outing Will Be Big Day

With the General Outing Committee functioning smoothly under the management of Chairman Thomas G. Jones, and with all details completed well in advance of the occasion, the annual summer picnic of the Salesmen's Association, Aug. 4, promises to be the largest gathering of the trade in some years. The place of the summer frolic at Duer's Whitestone Park, Whitestone Landing, L. I., is generally conceded to be a particularly happy choice and as last year, guests will be carried in sightseeing autos to the happy pleasure grounds. The sports committee has already arranged an attractive programme of athletic events and a special dinner will be a strong feature. Tickets, which were distributed by Secretary Charles A. Postley some weeks ago, are selling particularly well and we are willing to go on record and say that $5 invested for a ticket will be decidedly worth the money. You can get your ticket from any of the committee members or we will be glad to supply you at the office of the CROCKERY AND GLASS JOURNAL.

Buyers in New York

JULY 13th, 1923.

A. A. Blankenmeister, china and glass, B. Nugent & Bro., St. Louis, Mo., 1372 Broadway (Affiliated Retail Stores).

C. W. Benzow, toys, Wm. Hengerer & Co., Buffalo, N. Y., 16 West 39th Street, McAlpin.

M. Maxon, housefurnishings, Kerr D. G. Co., Oklahoma City, Okla., 319 7th Ave. (J. M. Biggins).

JULY 14th, 1923.

R. A. Conliff, housefurnishings, china, Pettee's, Oklahoma City, Okla., Pennsylvania.

E. E. Pruson, housefurnishings, Whitthorne & Swan, Oakland, Calif., 50 Union Square, (J. T. Ennis).

JULY 16th, 1923.

W. B. Shockley, toys and housefurnishings, J. B. Ivey Co., Charlotte, N. C., 352 4th Ave., Kirby, Block & Fisher.

Miss A. Marks, lamps and shades, Mandel Bros., Chicago, Ill., 13 East 22nd St.

H. B. Schleicher, lamps, The Fair Store, Detroit, Mich., 38 West 32nd St.

W. J. McCall, housefurnishings, D. H. Holmes Co., New Orleans, La., 15 East 26th St.

JULY 17th, 1923.

J. E. Lewis, housefurnishings and Mrs. A. Marks, lamps, Mandel Bros., Chicago, Ill., 13 East 22nd St.

S. Heinemann, toys and housefurnishings, Heinemann Bros., Wausau, Wisc., 115 West 30th St. Weill & Hartmann.

J. Harth, china, housewares and toys, Pelletier Co., Sioux City, Iowa, 120 West 32nd St. Alfred Fantl.

A. Spilker, toys, Lederer Co., South Chicago, Ill., 115 West 30th St. Ben F. Levis.

JULY 18, 1923

C. W. Libby, housefurnishings, Gilchrist Co., Boston, Mass. 200 5th Ave., Room 602.

J. H. Schoenberg, toys, Rothschild Co., Chicago, Ill., 448 4th Ave.

J. Bason, housefurnishings and china, Palais Royal, Washington, D. C., 220 5th Ave. (Fred Atkins).

F. L. Parks, housefurnishings and toys, O. T. Johnson Co., Galesburg, Ill., Prince George.



WHAT THE POTTERIES ARE DOING



THAT improved packing has decreased breakage, is evidenced by two letters, received in this district, within the last week, one from an eastern, and one from a far western buyer, both complimenting the packers of the two different firms. The buyers went on to relate, that recent shipments when unpacked, showed more care in wrapping individual pieces, also that breakage was about nil.

In the past it has been the custom of buyers to file letters of complaint with shippers of dinnerware, but now the compliment is being extended. For many months manufacturers and packers have been working hand in hand, for improvement. Fewer complaints about breakage are received and less loss and damage claims are being filed with the carriers.

The annual convention of the National Brotherhood of Operative Potters, closed at Atlantic City, and fewer resolutions were adopted than ever before. The salient feature of the convention was the confidence the 136 delegates showed in the national officers, and the rebuke the radical element received. Of the three score resolutions presented the convention, less than a score were looked upon with favor. No resolution was put through which concerns the general ware industry. Subjects having to do with the internal affairs of the Brotherhood and the situation in the sanitary trade, occupied most all of the time. It was revealed during the closing hours of the convention that the two strikes in the sanitary and general ware industries cost the Brotherhood upwards of $900,000.

The fact that that the Brotherhood took up no question at their convention concerning the general ware industry, gives every assurance to buyers that no change upward in the market is in sight. In fact, the present basis will continue throughout the year, according to those well informed about the general conditions within the industry. Those buyers who have been in the market of late did not hesitate to say that the action of manufacturers maintaining a firm list was pleasing.

Among buyers here within the last few days, included Miss Ella Brennan, with the Rothschild store, Chicago; James Martin, the Jordan Marsh Co., Boston; B. H. Fleer and Gilbert R. Smith, with Marshall Field, Chicago; and A. A. Blankenmeister, with B. Nugent Co., St. Louis.

H. K. Connor has completed his early summer trip through the eastern territory for the Carrollton Pottery Co., and is spending the summer at his home here. His visits to the plant at Carrollton are of course numerous.

Every general ware pottery in the district has resumed operations in full, following the brief July holiday. Production is being maintained as near the peak as it is possible. Every plant in the territory has a large amount of business on file, and with new orders in constant receipt, steady operations throughout the balance of the year are assured.

Joseph Davis, salesman for the Knowles, Taylor & Knowles Co., who suffered a severe attack of the "flu" several years ago, and who has never completely recovered from the effects, has gone to Battle Creek, Mich., there to remain a season for the benefit of his health.

Favorable progress is being made on the construction of the new plant of the Homer Laughlin China Co., Newell, W. Va. To look at the long buildings, with no kiln tops extending upward through the roof, fails to give the observer the impression that the plant is really a pottery. The buildings are now under roof, and the glass sides are being placed. Work on the tunnel kilns has begun. There will be three such kilns, each of the Harrop type, one each for glost and bisque ware and the third for decorated.

News has been received here of the death at Zanesville, O., of E. L. Loomis, formerly engaged in the pottery trade here, but more recently with the new Mosaic Tile Co., at Zanesville. He was found lying dead in the garden of his home, having suffered a heart attack.

Within a few weeks the new office building being erected at Sebring, O., for the Limoges China Co., will be ready for occupancy. The decorating department of this plant is also being increased.

During the meeting of the New Jersey Clay Workers' Association, which closed at Trenton a few days ago, one of the interesting papers presented was that by Carl B. Harrop, inventor of the tunnel kiln of that name, and of which three are being erected in the new plant of the Homer Laughlin China Co. There are 80 tunnel kilns of various types now in service in ceramic plants in the United States, Mr. Harrop explained. Two of his design and one Owens kiln are in use in the vitreous china industry, while three Owens type, four of the Harrop type and two of the Dressler type are in use in the general-ware, or semi-porcelain industry. More Harrop and Dressler kilns are in use than those of any other design.



GLASS FACTORY ACTIVITIES



JUDGING from conversation with buyers visiting the glass market during the last fortnight, the thought uppermost in their mind is whether or not the final adjustment of the wage scale for the forthcoming fiscal term will cause selling lists to be revised.

Discussions between committees representing the manufacturers and the employes are now under way. It was announced early that the chimney division of this trade sought a wage increase varying from 25 to 50 per cent, but neither organization leaders nor manufacturers thought for one moment that this would be granted.

Several branches of the industry seek to have a "limit" put on production per turn, instead of the "unlimited move" as is now the general rule. To have a limited production, output of plants would of course decline. Continuing with the unlimited rule, would not only cause production to remain high, but employes would receive more.

The wage conference now in session at Atlantic City, will continue for two weeks at least, and will very likely be followed by other committee meetings in Pittsburgh.

"I do not fear a buyer's strike as long as general markets continue to remain at current levels," declared a buyer for one of the largest jobbing houses in the country, when here a few days ago. "The 'man over the buyer,'" this gentleman went on to relate, "has his ear to the ground, and is now allowing department heads to plunge. I know it to be a fact, however, that when the heads of the large concerns are assured that no change in the market on any particular line will be advanced the remainder of the year, the bars have been lowered and rather good sized orders have followed."

Glass plants in the vicinity of Morgantown, W. Va., which have been idle for two weeks have resumed operations, or, they are preparing to start again. The two plants of the Seneca Glass Co., the Star Glass Co., the Economy and Athens Glass Co., all took a two weeks' holiday. During the idle period, factory repairs were made.

Work has been resumed at the plant of the Upland Glass Co., Marion, Ind. The shop was destroyed by fire some months ago, and as a result about 250 people were thrown out of work.

Demand for containers so far this season is exceeding that for the corresponding term last year, and quite ahead of that for the same period during 1921. The shops making jars are exceptionally busy, and the production is quickly absorbed. Department stores have "covered" pretty well on this line, car lot orders having been received. The market on the line is very firm, with a slight advance reported on several items in the list.

The new line of portables of the Consolidated Lamp & Glass Co., has been placed on the market. Over 70 numbers have been listed and the designs vary. All of the shades in the portable line are hand decorated.

New automatic lehrs have been installed in the plant of the Indiana Glass Co., Dunkirk, Ind., and as a result production will be materially increased. The improvement was made while the shop was closed for a July holiday.

With a capital stock of $250,000, the Bastrop Glass Co., has been formed at Monroe, La., according to a report received here, and for the purpose of taking over and operating the plant erected during the war period by the Ouachita Valley Glass Co. Although completed, the plant was never placed in operation by its promoters.

A study of the gas fields in the vicinity of Ft. Smith, Ark., has been completed by W. H. Ball, Muncie, Ind., and his two brothers, with a view of erecting a large plant at Ft. Smith. The company is the largest manufacturer of fruit jars in the country, and in addition to its Indiana plans, also operates another unit at Wichita, Kans.

Plans are being worked out by the Whitall, Tatum Co. for the erection of a new plant at Millville, N. J., to take the place of the shop there recently destroyed by fire, with a loss of about $75,000.

It was with deep regret that the trade here last week learned of the death at Lancaster, O., of L. B. Martin, secretary of the Lancaster Glass Co., of which his son, L. P. Martin, is sales manager. He was 75 years of age and for over 40 years was associated with the industry. Funeral services were held at Lancaster, July 13.

Chain Stores Popular in Greece

Prices of the necessities of life have increased so rapidly in Greece that the government is arranging to open stores for the benefit of the population, according to a report to the Department of Commerce from Consul General W. L. Lowrie. It is planned to sell articles at forty-eight stores in Athens and twenty-eight in Piraeus.

BOSTON NEWS NOTES

By

R. B. Hemenway, Representative

BOSTON OFFICE
98
MAY STREET
NEEDHAM
MASSACHUSETTS

THE general situation in the crockery and glassware trade remains without fluctuation. Naturally since it is the dullest season of the year, one would not expect any unusual boom in sales. Manager Aronson of the American Glassware and Supply Co., states that merchandise is beginning to advance a little, however, and in the glassware division has been particularly active.

John C. Flanders of F. N. Joslyn & Co., Malden, declares that business on the books of his firm for the month of June showed a big gain over that done during a similar period a year ago. Thus far July has been keeping more than abreast of expectations, and this in the fact of an advantage which July of last year had in the form of a fire sale. This sale followed the damage sustained to merchandise stored in the basement of the building occupied by the Joslyn Co. from water poured into it by the firemen, and was a great stimulus to business during what would otherwise have been one of the poorest months ever experienced.

Walter McAvoy of the Mitchell, Woodbury Co., has just returned from Bangor, Me., where he went to lend his assistance on special sales work. The P. H. Vose Co., of that city is owned by the Mitchell, Woodbury Company and participated in a recent dollar sale in which nearly every concern in the vicinity took part. While in Bangor, Mr. McAvoy was working on this sale with Mr. Lyons, the store manager. He reports that the Vose Co. went over big during the sale and from what he could learn from others, he thinks that the affair was uniformly successful.

Saul Goldberg of B. Goldberg & Son of Lawrence, has opened his summer home at Hull, Mass., and members of his family are enjoying an excellent season there. Mr. Goldberg, who is a prince of a fellow and very popular among the trade, motors over the road two or three times a week.

Miss Evelyn Anderson, buyer in the glass department of the Jordan, Marsh Co., left Sunday evening on a buying expedition to New York.

H. P. Hunt of the firm of H. P. & H. F. Hunt is spending the month of July at North Weymouth. Mr. H. F. Hunt plans to spend his vacation on Cape Cod at Pocassett. Business with the Hunt people is fair for this season of the year. The concern has five men on the road and although they are not, as Mr. H. F. Hunt says, "getting rich," they are doing a normal quota of business.

In a season of the year when the general declaration of business has become so much the rule that it is taken philosophically by salesmen in the glassware and crockery field, a concern which can show its largest financial turnover during this period of "hibernation" is naturally bound to come in for an unusual share of curiosity. The Morandi-Proctor Co., Boston, is such a concern, however. This house, established years ago and dealing in the hotel supply trade, added a china and glassware department in 1921. The first year, naturally enough, was nothing startling and last year, a notoriously poor one for everybody, was not much better. During the months of May and June of the present year, however, the department has fairly come into its own. The sales during these two months have been more than fifty per cent larger than those of last year and eclipse those of any other two months since the department was first established. The company, by the way, has a most progressive policy and one which is prolific in securing results. The china and glassware sales force, which consists of seven men, are taken at intervals on tours of inspection to the factories in which their products are manufactured. On

The "DAZEY" Flower Holder
(PATENTED)
"WILL SAY IT WITH FLOWERS BETTER"



The three distinct advantages of the "Dazey" over any other flower holder made are:

First, allows the stems of flowers to be set in at any angle, giving opportunity for display of full natural beauty and effect.

Second, is heavy, strong and durable, and design prevents upsetting.

Third, is cast of a metal that will not rust or corrode, and will not mar or scratch the finest container.

Made in four standard sizes: 5¼, 4, 3¼ and 2¼ inches in diameter, and in five finishes: Foliage green, electroplate bronze, satin silver, gold lacquer and ivory enamel.

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Palmero Shape—Patented Shape

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If you are not coming to New York we shall be pleased to inform you when our travelers will be in your vicinity with a full line of samples to select from if you will drop us a line.

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Hoping will not increase your sales, Special Sales Stimulators Will.

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Quality Dinnerware—Pottery Specialties

FIVE WEST TWENTIETH STREET

First Building from Fifth Avenue

one of these trips, the men, with Joseph W. Wallace, sales manager, visited the Shenango pottery, Newcastle, Pa., and returned by way of Syracuse, N. Y. where the Iroquois pottery was inspected. Of these seven men, one devotes his entire time to glassware and crockery and the other six are general representatives, handling the entire Morandi-Proctor line of hotel goods.

Frank Ackerman of the glassware purchasing department of the Mitchell, Woodbury Co., returned to his desk on Monday after a two-weeks vacation at Orleans, on the tip of Cape Cod. Two others of the concern's sales force, who left on their vacations a week ago Monday, are Warren Ford and Ripley Wiley. Business with the Mitchell, Woodbury firm has been exceptionally good all summer, greatly exceeding the amount upon the books at a corresponding time last year, and salesmen are very optimistic in their predictions for a prosperous fall season.

Jordan Marsh Co., Boston's largest department store, reports a fair volume of business being received at this time of year, in both crockery and glassware departments. John Martin, buyer of dinnerware for the company, returned on Monday from a business trip to East Liverpool, O., during which he visited most of the pottery establishments in that city.

J. Wildey Chaput, crockery and glassware buyer for the Harris & Mowrey Co., Woonsocket, R. I., was a visitor in town last week. Mr. Chaput is one of the best-known buyers in New England and has been buying for the above company for the past twenty-six years.

Glass Industry of Finland

The glass industry made further progress during the year 1922, says a recent report. The total output, in value, having amounted to 45.0 million F. mks., as compared with 33.7 million F mks. in 1921. The exports to foreign countries, though less in quantity, were more in value than in the previous year, but this is accounted for by the increase in the quantity shipped of table glass and crystal, which is obviously much more expensive than the other glassware manufactured in the country. Russia was the principal buyer of Finnish glass before the war, but since the revolution in that country, manufacturers were obliged to seek markets elsewhere for the sale of their productions. The most important market for Finnish table glass, especially crystal, now appears to be Sweden, but fairly large quantities have also been shipped to Holland, Great Britain, and even to South America.

THE CHICAGO MARKET

By

J. H. Smythe, Representative

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

APPROXIMATELY two hundred buyers registered at the Sherman Hotel during the first week of the Chicago exhibit. While the registration was not as large as anticipated it was expected that the second week would be the biggest from point of attendance. Those who did come, and this included buyers from both the east and west coast as well as from the middle west, came prepared to place real buying orders. Some good business has already been reported by the exhibitors.

George T. McNicol, manager of the Chicago office of the Potters Co-operative Co. returned this week after a vacation spent in East Liverpool, Ohio. Mrs. McNicol remained in East Liverpool for a longer vacation.

Maddock Pottery Co. of Trenton, N. J., manufacturers of the celebrated Lamberton China and Maddock's Trenton China have opened a Chicago salesroom—Room 205 Shops Building, 17 N. Wabash Avenue. S. A. Royce is in charge.

Mr. and Mrs. Boring are again in their Chicago display rooms after a trip to Crooksville, Ohio, over the Fourth of July.

Jackson Vitrified China Co. of Falls Creek, Pa., are adding two new kilns to their present plant according to a representative of that concern in Chicago last week.

The Industrial Trading Corporation, 431 S. Dearborn Street, Chicago, announced last week the opening of their eastern salesroom at 230 Fifth Avenue, New York, N. Y. This corporation is an importer and manufacturer of glass dresser sets, fancy perfume bottles, hand painted vanity compacts, candle sticks, and art goods. They also import a unique line of India Art Brass Ware, hand engraved trays and vases.

The capital stock of the Illinois Moulding Co., makers of picture frames, mirrors and art novelties, has been changed from $200,000 and 2,000 shares no par value to $600,000.

New Union Liberty Co., 10 N. Clark Street, Chicago, has received a state charter with a capital stock of $420,000 and 10,000 shares non par value stock. The company plans to deal in furniture and household goods and do a general department store business. Incorporators are B. F. Kowslewski, S. Chas. Bubscz, C. L. U. Clemens. Correspondent, J. D. Gray, 431 S. Dearborn Street.

Further expansion of the Boston Store, Chicago's big popular price department store, is indicated by the incorporation of the Netcher Building Corp., 10 N. State Street. Capital stock is $100,000. Incorporators are Henry G. Gart, Mollie N. Newbury, and Chas. Netcher, present owners of the Boston Store.

Marshall Field & Company last week offered timely Summer suggestions in china, glass and art novelties for midsummer luncheon, breakfast and tea tables. One suggestion was a tinted glass set, eighteen pieces at $7.50 for iced tea or lemonade in goblet or tumbler of green or blue glass, with crystal base. Another special was iridescent bowls for flowers, at 75 cents with a stand of black glass. A four piece Awaji Teapot set, sold for $3.00, and white Wedgwood pottery, shaped quaintly like a peach or some other delectable fruit on a leaf to hold marmalade, jelly or conserve, sold for $5.

The Davis Art Lamp Co., of Chicago has been dissolved according to report of Secretary of State of Illinois.

The McAnulty Co., 17 N. Wabash Avenue, is now selling the White Beauty Electric Iron. This iron is beautiful in appearance and right in weight and size. It is the only white electric iron on the market and makes a popular number in any housefurnishing department.

The National Hotel Supply Co., 38 S. Dearborn Street, was incorporated last week with a capital of $5,000. The company will manufacture and deal in provisions and hotel supplies. Incorporators are John F. McGrath, M. E. Smith, S. A. Filiped.

The Livingston Art Co. was organized and incorporated last week. Headquarters are at 17 N. La Salle Street. Capital of the company is $10,000. Incorporators are W. R. Livingston, Katharine Livingston, M. J. Behles. The firm will manufacture and deal in pictures, frames, books, engravings, etc.

H. M. Greener, of the H. M. Greener Sales Co., 56 E. Randolph Street, Chicago, was approved and admitted to membership last week in the Glass, Pottery, Lamps and Housefurnishings Association.

CHICAGO

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Potters Co-operative Co., Room 684
Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.

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This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

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THE SHOPS BUILDING
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Buyers are urged to inspect these lines

HELM & SOUKUP
Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

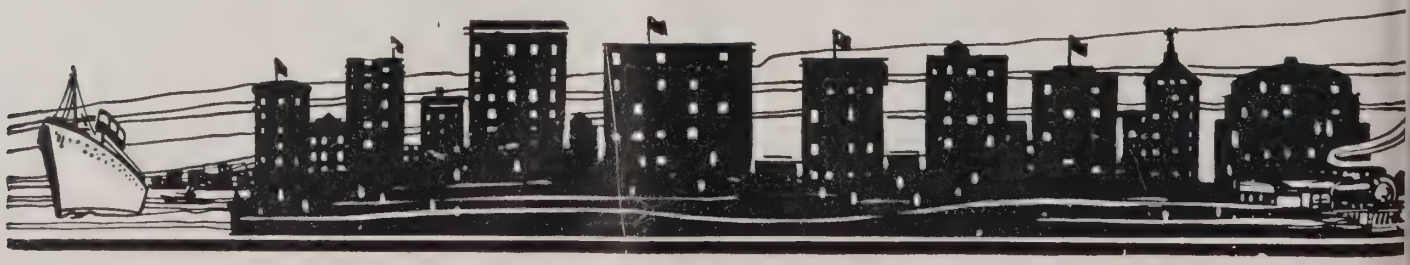
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LEWIS H. SIMPSON & CO.
Representing Athens Glass Co., Fenton Art Glass Co., Huntington Tumbler Co., New Martinsville Glass Mfg. Co., and H. R. Wyllie China Co.

Note—Concerns wishing to secure space in this building for display purposes should apply to
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178 W. Jackson Blvd.
Phone Wabash 6589



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CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS
GIFT SHOP & ART GOODS-DOLLS & TOYS

222 N. STATE

House Phone Central 0480

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Cavanaugh Bros.

J. B. FINN
Zanesville Stoneware Co.
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Micheal Blum Silk Shades
E. J. Knapp Candle & Wax Co.
Uhl Pottery Co.

HEFTER SALES CO.
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222 N. STATE

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9 N-WABASH AVE

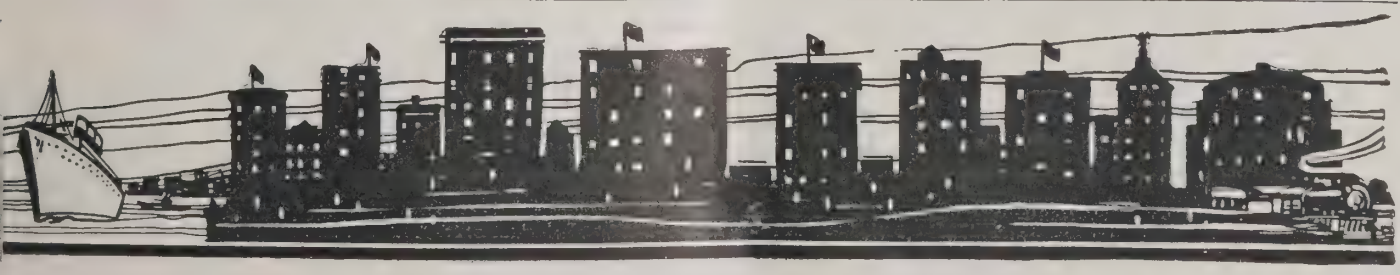
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DINNERWARE
Hopewell China Corporation
HOUSE FURNISHINGS
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W A N T E D

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WANTED—Salesmen in all parts of the United States, Canada and Cuba who have sufficient capital to act as jobbers carrying and collecting their own accounts to sell direct to the trade our Live Line of Light Cut Glass, Tableware and Specialties. We will ship in your name direct to your customer allowing you a liberal discount. Give financial references, territory covered (and how often) and lines now represented in first letter. Box 268, care Crockery and Glass Journal.

A well established Dinnerware Pottery wants Sales Manager who is experienced and successful in organizing and managing a national sales force calling on the small general stores as well as the larger trade. In reply mention age and salary expected, also how employed at the present time. All correspondence strictly confidential. Box 271 care Crockery and Glass Journal.

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MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

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Hiring Better Salesmen

Incidentally, we use our application forms as the one record of the sending of reference letters, dates of replies and dates of follow-ups, and concentrate in the spaces made for the purpose the history of our own use of references given. Also, we follow up every reference, not hesitating to use telegrams and long-distance calls, for we always want a complete record on every prospective salesman. Through our own organization we try as far as possible to check up the standing of the personal references, and make use of the usual mercantile agency books and reference books to check up the standing of the previous employees not known to us.

You may be sure that we include the question, "Have you ever been bonded?" and seek accompanying details. Experience has taught us to ask the complementary question, "Has any bonding company ever refused to issue a bond for you, and have you ever applied for a bond of any type which has not been issued?"

We do not drop the matter with learning that an applicant has been rejected by a bonding company, provided that in other ways he seems entirely eligible. We have straightened out many tangles and have now in our employ salesmen previously refused by bonding companies.

When I confess that we now use a six-page application blank, it will be seen why only the high-lights can be mentioned and the reasons for them explained. It is because each item is the result of long and careful consideration, and that the omissions, to the best of my knowledge and belief, are all unconscious, rather than the result of negligence or ignorance that I have found it unwise and unfair to give copies even to friends of friends. Without an item-by-item explanation our present and changing application forms do an injustice to my company and to me.

Better salesmen do result through better application blanks. Better application blanks can come not so much from accepting outside standards as through careful building, item by item, of application blanks by sales managers themselves. For it is the careful weighing by the sales manager himself of every element entering into an application blank, that results in his correct interpretation and proper valuation of the answers made by prospective salesmen.

Correct Form in Foreign Correspondence

It is safe to say that relatively few persons, addressing correspondents in Great Britain and certain British colonies and possessions, use "Mr.," "Esq.," and "Messrs." in the way prescribed by custom in those countries, says *Commerce Reports.*

It is not easy to explain when to use "Mr." and when "Esq.," but as a general rule "Esq." is used in correspondence with individuals of a certain social or business standing and with the heads and important officials of a concern. The title "Mr." is used in addressing tradesmen or subordinates. One must therefore be very careful in writing to a banker or an officer of a foreign concern to address him as "Esq." and not as "Mr."

The title "Messrs." is used before the names of all companies and even in the case of banks—when the names of individuals appear in the corporate name—and this title should never be omitted, whether one is addressing a firm or mentioning a firm in the text of the correspondence.

American and English usage differ somewhat in regard to the salutation. The term "Dear Sirs" is preferred abroad to the term "Gentlemen." The complimentary close should be: "We are, dear Sirs, yours faithfully."

Finally, one must bear in mind that American and English practice differs in expressing the date of the month by figures. While in the United States and Canada May 6 would be expressed "5/6," in all other parts of the world "6/5" is the usage. Particularly on this last point is it absolutely necessary for our exporters to be on their guard. In order to prevent possible trouble it may be well always to write out the name of the month and not express it by figures.

Are Rubber Balls Toys?

In a decision sustaining a protest of George J. Kelley, the customs board finds that small rubber balls, assessed as toys at 35 per cent ad valorem under Paragraph 342 of the Tariff Act of 1913, should have been taxed at the rate of but 10 per cent ad valorem under Paragraph 368 of the same act as manufactures of india rubber or gutta percha.

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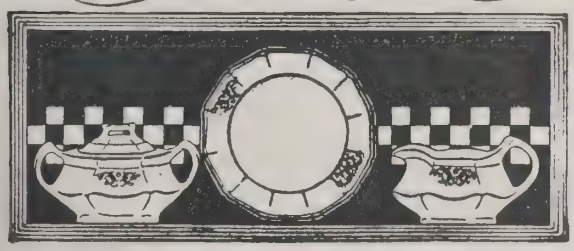
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Want to Preserve Old Glass Works

It is expected that the ruins of the old Pitkin Glass orks at Manchester, Conn., will be the first of their pe in America to be set apart for historic preservation. embers of the Orford Parish Chapter of the D. A. R. e now striving to acquire the site.

The Pitkin plant was one of the earliest to be estabhed in the United States and likely the first in Conecticut. It was built shortly after the Revolutionary ar. The original charter granted to William Pitkin, isha Pitkin and Sam Bishop the sole privilege of makg glass in Connecticut for twenty-five years. Bottles em to have been the main output. Mrs. J. M. Williams of Manchester has a collection of some of those manufactured there. One of the flasks is shaped like an inverted silk hat. Others are larger and more juglike than most of early American glassware.

Coley B. Taylor, of the Glass Container has advanced the supposition that many of the early flask types hitherto unidentified may be attributed to the Pitkin works. He is certain that some of the so-called Washington flasks, moulded in the likeness of the first President, should be attributed to this plant, even though most of the examples of his type have been found in the Ohio region. It is possible, he thinks, that the host of immigrants from Connecicutt to the territory which Connecticut claimed west of the Alleghenies carried these flasks with them.

Until 1830 the Pitkin factory was in use for its original purposes. For years now it has been a picturesque ruin. Its walls are lichened and an old apple tree grows where the glass blowers' furnace once blazed.

McLellan's 5-10-25-cent Store, Concord, N. C., has opened its new store in the Fetzer Building. This company is a North Carolina corporation operating eighty stores.

Only once or twice a year, so the salesman can get him on their own home grounds. Others in the same class are, E. V. Power of the B. Peck Co., Lewiston, who was a visitor accompanied by Mrs. Power and Walter Halloweli of the C. T. Sherer organization, Worcester.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
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GEO. F. BASSETT & CO., *73 Barclay St.*
"The Dinnerware House of America."

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND SPODE CHINA AGENCY, *43 West 23rd St.*
Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *135 Fifth Ave.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

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The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, *39-41 West 23d St.*
Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

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L. STRAUS & SONS, *42, 44, 46 Warren and 116 Chambers Sts.*
Importers and Manufacturers.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Successors to Takito, Ogawa & Co. and the Tajimi Co. Japanese and Chinese Goods. Catalogues upon application. Tel.—Stuyvesant 3823. Chicago Office, 327 West Madison St.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, *24 West 23d St.*
Sole agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, *65 Barclay St.*
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J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Cox & Company, Representatives, 120 Fifth Ave.*
"The House of New Ideas." Cameo Etchings and Encrusted Coin Gold.

BRYCE BROTHERS COMPANY.
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., *Fredk. Skelton, Representative, 200 Fifth Ave.*
Colored and Iridescent Glassware.

ECONOMY TUMBLER CO., *Morgantown, W. Va. Cox & Co., Representatives, 120 Fifth Ave.*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *224 Fifth Ave.*
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. *T. W. Hamilton, Representative, 139 Fifth Ave.*

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

ESTABLISHED IN 1874 PHONE STUYVESANT 6052

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The Representative Paper of the Industry
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AS THE EDITOR SEES IT

THE TRADE PROSPECT

WITH the arrival of a large and daily-increasing number of buyers in the New York market, this week not only ushers in the opening days of the great National Merchandise Fair at the Grand Central Palace, but it also brings into the wholesale markets a very large aggregation of buyers. These buyers, representing the merchandising departments of the most representative stores throughout the country are here for a very definite purpose. While not all will place big orders, there are plenty of signs which indicate that they are here to place sizable orders and their presence indicates a noticeable change in the wholesale market. In other words the Fall buying season has opened and we look for a period of reasonably good activity from now on.

THE wholesale market is plentifully supplied with good merchandise of every kind. The stage has been set for some weeks and not a few have been complaining that not much business has been done. But the complaining ones are apparently off the track in analyzing the trade situation. They believe that buyers are indifferent and some are of the belief that trade is going to sag off for Fall and Winter. We do not think so. Uncertainties in the price situation doubtless play some part in buying. But buying tendencies may be set down as responsible for the backward placing of orders.

LOOKING at the volume of orders placed during the past six months—a volume which is gratifyingly large—a very fair picture of the trade situation may be obtained. A good many stores are, of course, in urgent need of goods but there are also a very large number who are fairly well stocked. In fact, the delay in placing future requirements during the few weeks may be logically attributed to this fact. Wholesalers quite generally underestimated the amount of goods held by retailers.

WE do not believe this sensible business attitude will will be disappointing to any one. General business conditions throughout the country are good. There are, to be sure, a few light clouds in the trade skies but nothing that can be construed as discouraging. The plight of the wheat farmer is the cause of some concern in agricultural sections but despite the decline in wheat prices, not all farms raise wheat exclusively and the crop situation is not so bad as it was two and three years ago. To offset this drop in wheat the wages of the urban workers has increased, and this offers compensation.

AS an answer to the query, "How's business?" we have but to look at the reports coming from fifty representative cities of the country and Canada. Of this number fifteen cities report that retail trade is good. Thirty report that business at retail is fair. Charleston, S. C., is tthe only city reporting business as slow. Greenville, S. C., and Winnipeg, Canada, are the only two cities reporting retail trade as quiet. And the average is good.

DESPITE the decline in wheat, we learn from the above that retail business in the West is holding up fairly well. It is not as large as it was in boom times, but it is not dwindling to any alarming proportions either. Buying throughout the Nation has been steady but it has not been profuse and special sales has often been the only lever which would move the goods. This is as true in New York as it is on the Pacific coast. Clearance sales are being relied upon to a large extent to get the required turnover and buyers have been coming into the market pretty regularly for merchandise suited for special sales. How long this condition will remain we do not know. Present indications point to a good volume of Fall buying and despite conservative buying, we believe the volume will be of sizeable proportion.

Are 1½ Million Retailers Too Many?

Some Have Inferred That There Is An Excess of Retail Stores, But Here Is Some Conclusive Evidence to the Contrary

IN the report of the Joint Congressional Committee of Agricultural Inquiry, a great deal of the spread in price between producer and consumer was properly ascribed to the cost of distribution with its accompanying service. This was taken by some to carry the implication that there was an excess of retailers over the country and that prices might be lowered if many of these retailers were eliminated. A few large stores, it was contended, could take the place of many and overhead could thus be lowered. Opinion, in this respect, is not unanimous. The neighborhood store, by reason of its conveniences, seems to make a place for itself, and the competition created by it has some tendency to lower prices. In some instances, also, the saving of time and carfare are an added inducement for patronizing the nearby stores. Considerations of a similar kind not infrequently enter into the competition between smalltown stores and the big mail order houses and the chain stores, respectively. Whether a small store, either in a big city or a little town, succeeds or not depends on how efficiently it is managed, thereby justifying its right to exist. F. S. Cunningham, President of Butler Brothers, which deals with about 200,000 merchants all over the country, recently said that "the average small dealer is not as good a merchant as he should be. He needs the competition of retail mail houses and syndicate stores to change him from a storekeeper into a merchant." He believes there is no surplus of retail stores, or they would not be here, and that the law of evolution can be trusted to work out the problem. He is also of the opinion that there will be as many of these stores twenty years hence as now.

But Roger W. Babson in his address before the Associated Retail Advertisers, at the Atlantic City Convention, of the Associated Advertising Clubs of the world, says:

There are a million and a half retailers in the United States today. One hundred thousand of these are doing a profitable business; 400,000 more are doing a fair business; but a million of these retailers are barely struggling along.

A large proportion of this million are operating at a loss if their books were kept properly. Those who are not operating at a loss are merely getting day wages and small day wages at best.

There are several hundred thousand retailers in this country who would be better off it they were bricklayers or plasterers; that is to say, they would be better off as bricklayers and plasterers rather than continue to do business as they are doing it at present.

Yet the retailers of the country bear the same relation to the country's industries as the common soldiers bear to an army. The prosperity of the country is ultimately dependent upon the efficiency and prosperity of the retailers. The producers of raw materials are dependent on manufacturers; the manufacturers are dependent on the jobbers; while all three groups are dependent on the retailers.

Those at work in the mines and forests and those on the farms depend upon the retailers to sell their products. The railroads and steamship companies are dependent upon the retailers in order to get goods to transport. Manufacturers, bankers and all groups of people depend for business upon these little stores scattered throughout the country in cities and at crossroads.

Some say that there are a million too many retailers and the solution is to eliminate several hundred thousand of them. Perhaps so, but I seriously doubt if this is the proper way to solve the problem. Surely an army would not be strengthened by dividing it in half, and there are none too many retailers. It, however, is true that these retailers are not working efficiently. The solution of the problem lies not in eliminating a million retailers, but in showing these retailers how they can work efficiently and how they can be of the greatest possible service. This is the great task facing American business men today, and in the solution of this task the Associated Advertising Clubs of the World should take the lead.

Retailers of the country are already in a mood to help in any such movement. They see the chain store slowly, but steadily, approaching to swallow them up. Every year their net income is becoming less and many of them see only bankruptcy staring them in the face. Thousands every hour are asking themselves the question: "Shall I continue to fight the battle or shall I sell out?" I frankly tell these men to continue to fight. In operating such a fight, however, I should adopt many of the chain store features. Were I a retailer, I should endeavor to operate along chain store lines, but maintain my own independence.

If an independent retailer, I would continually keep in mind that the chain store has its troubles ahead. I would continually keep in mind that the chain store is operating today under conditions that the railroads enjoyed before there was any such thing as labor unions, railway commissions or other interference with their

business. Today the chain stores have a free hand in renting, purchasing and price making while they are free from union labor troubles. Hence, today they have some advantage over the independent retailer. Retailers, however, should remember that this is only a temporary situation. Sooner or later the chain store employees will be organized; before long our State legislatures will enact laws relating to chain stores and their operations; while it will be only a short time before the public will awake to the dangers of the chain store. The independent retailer should have these facts in mind in order to keep his courage and win the fight.

If a retailer, I would give more thought to co-operative trade movements and to trade associations. A man can keep his independence and at the same time learn to co-operate and work with his competitors. Trade associations have been abused rather than used. Associations of retailers have been formed more for social purposes or for the purpose of maintaining prices than for the purpose of buying efficiently and rendering service. If a retailer, I would take an active interest in my association, endeavoring to have the association help me in my buying, accounting and rendering service. These associations are too much social organizations and too little working organizations. The future of the retailer lies in keeping his own independence and at the same time co-operating to the fullest extent with his competitors in connection with purchases, credits and service.

If a retailer, I should trust freely for thirty days, but rigidly enforce monthly payments. I would not insist on the cash and carry system, believing that both the monthly account and the delivery have a legitimate economic function. I, however, would insist on cash each thirty days and rigidly refuse further credit to anyone who did not pay on the tenth of the month following the purchase. Monthly credit is a convenience to all parties and there should be no risk in it. The difficulty with the credit situation is the carrying of customers and the financing of families who have not the money with which to pay for goods. Credit extended for thirty days as a matter of convenience to those who can pay is all right; but credit extended to people who have not the money with which to pay is all wrong. An examination of mercantile failures shows that losses through charge accounts have been the great rock which has wrecked most retailers.

If a retailer, I would invest my money in concerns from which I purchased. For instance, if a grocer, I would invest my savings in stock of the Quaker Oats Company, the Procter & Gamble Company, the National Biscuit Company, the American Sugar & Refining Company, etc. Yet, the average retailer today buys stocks in none of these companies; but, if he has any spare money, buys mining stocks, oil stocks and other stocks about which he knows nothing. I would go even further than this and buy stocks in some of the chain stores. If the merchants of the country would only wake up to their opportunity and put their savings for a few years into chain-store stocks, they would in a short time own and

(*Continued on page* 14)

Retail Trade Shows 14% Gain

An average increase in retail sales for June of 14 per cent. over the same month last year was shown by stores throughout the country reporting for the monthly sales barometer of the Controllers' Congress of the National Retail Dry Goods Association, figures of which have just been issued. In May the same stores reported an increase of 14.1 per cent. The largest increase, amounting to 26 per cent., occurred in the Philadelphia Federal Reserve district, and the smallest, of 7 per cent., in the Kansas City district, which was also the case in the report for the preceding month. Of the total number of stores reporting, 93 per cent. made gains, compared with 85 per cent. in May.

In commenting on the figures, T. L. Blanke, Director of the Controllers' Congress, said that an unusually small number of decreases was reported throughout the country and in most cases they were quite moderate. "The same was true of the increases," he pointed out, as there were practically no reports of spectacular gains. The great majority of stores made moderate increases over the preceding year, as is shown by the shrinking in the average for the high districts and the improvement in the low sections.

The smallest gains continue to be reported from the grain belt, the Northwest and Southwest, the Carolinas and Virginias. New England reflects a considerable improvement over the previous month, while the Southern States in the Atlantic district continue to make good gains.

New York district reports practically the same improvement this June as was recorded in May. The other industrial sections, Pennsylvania and the territory centering around Cleveland, continue to hold the lead in gains despite a considerable reaction in the Philadelphia district. The Far West, by making about the same gain as in May, continues to hold fifth place among the twelve districts.

The large number of reports received from retail stores in all parts of the United States make these figures of exceptional value to merchants. The detailed sales barometer reports enable them to make accurate departmental comparisons of their own records with the average for their districts and thus establish the relative standing of their own sales in each department. Where a department of a store is below the district average, the merchant knows that a greater effort must be made in this particular department to get his share of the business, and where he equals his district average or exceeds it, he knows that his figures are quite satisfactory under existing conditions.

Credit Men Forecast Prosperity

The Administrative Committee of the National Association of Credit Men yesterday made public through J. H. Tregoe, national Secretary and Treasurer, a declaration regarding business conditions. The committee found not the slightest evidence of inflation or strain in credits and goes on to say, in part.

All Ready for the

OUTING

of the

Pottery, Glass & Brass Salesmen's Association

on

Saturday, August 4, 1923

at

Duer's Whitestone Park
Long Island

Plenty of Fun. Plenty of Good Eats. A Baseball Game and everything to make a pleasant day

THOMAS G. JONES
Chairman

CHARLES A. POSTLEY
Secretary

A carefulness in production and wholesale buying is discoverable and must be regarded as a good symptom. Retail buying has not appreciably diminished. On the whole there cannot be large stocks of merchandise nor any tendency to inflation in commodities.

The year's crops will play a highly important part in determining the courses of future business. The controlling of costs in production and distribution proves very difficult. Profit-making of the proper proportions is a general problem. Despite these factors, we believe after careful observation, that the underpinnings of our commerce are sound and we have no occasion to hold any feeling but constructive confidence as to the future.

Glass Industry in Spain

The strike still continues at the glass works at Barcelona, both sides sticking obstinately to their respective points of view. The dispute has now reached such a serious stage that it will, says a report to "Le Verre," in all probability lead to a general strike in all the establishments affiliated to the Spanish Glassmakers' Union, the staff of which has promised to support the workmen at Barcelona. If this dispute had not broken out there would have been lack of work for glass masters at Barcelona. The staff of the transport services are also on strike in this region. If no change occurs within the next two months the Catalan Glass Works, so far not affected by these conflicts, will also have to close down for lack of coal and raw materials. The scarcity of fuel has already hampered the operations of the new Workers' Co-operative Glass Works (formerly Loté & Domenech) and that of the bottle factory, "Vidriera Badolonesa." The firm of Dachs have resumed work. The "Vidriera Serrano de Malaga" are now busy repairing their furnaces. In the suburbs of Seville a large bottle factory is to be laid out with the latest machinery; it is reported that the Owens machine will be used and demijohns and carboys will also be made.

The papers report the constitution at Barcelona of a new company, Compañia Española para la Fabricación Mecánica de Vidrio, for the manufacture of glass by the Libbey-Owens system. The new company, which has been formed under the auspices of the Compagnie Internationale pour la Fabrication de Verre, has a capital of 3,000,000 pesetas.

The Czecho-Slovak Porcelain and China Industry

The *Gazette de Prague* reports that the situation in the Czecho-Slovak glass and porcelain industry again showed a slight improvement during April. A large number of hands engaged for partial work were able to go back to work on a six days a week basis. The number of unemployed consequently decreased. In the Bor (Haïda) region it fell from 2,383 in March to 1,708 in April. In the Jablonec district there were 4,290 unemployed in March and in April 3,792, and in the Kamenice region the number of unemployed fell from 2,529 to 2,165.

CAUGHT IN THE NEWS NET

BUYERS in all merchandising lines are arriving in the local market in impressive numbers, many of whom have timed their visit to include the National erchandise Fair which opened, Monday, July 23rd. nd these merchandising experts coming from the four rners of this big country are unanimously optimistic. usiness has been good with them and most of them are ite willing to say so. Among the well known buyers e have met are: A. A. Breton, housefurnishings and ys, Shartenberg & Robinson, New Haven, Conn.; John Henry, buyer of housefurnishings and toys, and S. yan, buyer of china and lamps; J. L. Hudson Co., Detroit; Chas. M. Baxter, buyer of china and housefurnishgs, LaSalle & Koch Co., Toledo; I. E. Frinani, china, d housefurnishings, Woodward & Lathrop, Washgton; R. Burns housefurnishings, Kleeman D. G. Co., erre Haute; J. S. Williams, china and housefurnishings, prabaugh, Brown D. G. Co., Oklahoma City; Stanley ray, china and housefurnishings, P. A. Bergner, Peoria,

Geo. J. McCartin, of the Associated Merchandising rp., 225 Fifth Avenue, is back from his vacation, and busily greeting the influx of buyers who make their ying headquarters at the Retail Research Association.

Chas. A. Postley, secretary, has received notice from any well known buyers that they will be on hand for e Salesmen's Association Outing, which will be held at ier's Whitestone Park, Whitestone Landing, L. I., turday, August 4th. Prominent among this list of buys who will frolic with the salesmen are Frank Fleishan, Duluth; E. W. Merrill, Minneapolis; A. Kurzman, . Paul; John J. Lynch, Louisville; Geo. O. Hara, Pawcket. Billy Lynch will also be on hand with his caran for the big day.

Paul A. Straub & Co., importers, have erected a very ndsome sign on the corner of the building, 105 Fifth venue, of which they occupy one entire floor. The gn, of large gold letters on a black wire ground, shows particularly well despite its height above the street.

J. W. Mackey, sales manager, The Smith-Phillips hina Co., East Liverpool, O., is a visitor in the city, nferring with Phillips, Thistle & Smith, the eastern presentatives.

Hugo Hart, manufacturers' representative, 170 Fifth venue, has secured the line of the Highlands Mfg. o., makers of a complete line of floor, desk and boudoir mps.

Miss Minnie Walters of The Horace C. Gray Co., Fifth Avenue, is now enjoying a vacation at Lakeport, N. H. Miss Annie Moscowitz, secretary to E. W. Hammond, 10 West 23rd Street, is also enjoying a vacation in the mountains.

Billy Lynch Offers $5

Billy Lynch of the Taylor, Smith & Taylor Co., comes forward with an additional prize to be distributed at the Salesmen's outing. While most of the other prizes entail more or less athletic prowess, this prize doesn't. The only qualifications required to win this $5 gold piece donated by the genial Billy, is that you must pass an examination as the "handsomest man." Billy looks forward to some keen competition and says he hopes he won't win it himself.

Daugherty Says Business is Fine on Coast

Although he visited the local market last March, W. E. Daugherty, buyer of china, glassware, and lamps for the Blackstone Co., Los Angeles, is again looking over these lines. Mr. Daugherty reports that business is particularly good with his firm and sales volume is steadily mounting upward. During the past four years Mr. Daugherty has increased the business in his departments so greatly, that he now has an entire floor given over to the artistic display of his lines.

OBITUARY

John Butler

John Butler, one of the oldest members of the staff of Geo. Borgfeldt & Co., died after a six week's illness at his home in Pelham, N. Y., on July 3rd, as the result of a general breakdown due to his advanced age.

John Butler was born in Dublin, Ireland, November 16, 1848. He was brought to this country by his father, while still a lad, and entered St. John's College, Fordham, from which he graduated in 1864. For a while, he was engaged with his father in the fancy goods business in the South. He was at one time with the firm of Rumsey & McCaffrey, and later associated himself with Hecht Brothers, in this city. He joined the Borgfeldt organization in 1886, becoming European buyer and manager of the concern's fancy goods department, in which field he had become a recognized expert. Later he organized the domestic fancy goods department for the concern and for some years back has been in charge of the merchandising of the export department.

Personally, Mr. Butler was a rugged and sincere type of man. Possessed in his earlier days of a splendid physique, he was a tall and imposing figure up to the last.

He seemed to thrive on hard work and his devotion to business was remarkable.

Mr. Butler, as far as is known, leaves no blood relatives. His wife died some months ago.

Philip Koempel

Philip Koempel, one of the pioneer toy salesman of the country, and a member of the staff of Geo. Borgfeldt & Co., died on July 3rd, at Brooklyn, N. Y., as a result of an operation. Mr. Koempel was 83 years of age, and a veteran of the Civil War, where he served with honor in the 1st Connecticut Cavalry. He spent five months in Andersonville Prison, after being made a prisoner by the Confederate Troops. A complete diary of his experiences during the war was recently reprinted in booklet form by one of his sons.

Mr. Koempel was born in Germany, and came to this country in his youth. He entered the employ of Geo. Borgfeldt & Co. in the early eighties, but a few years later went in business for himself in Atlantic, Ga. He rejoined the Borgfeldt organization in 1906, and was with them up to the time of his death. He travelled South and made many friends in the trade.

Mr. Koempel was formerly a member of the U. S. Grant Post, G. A. R., and also a member of the Mistletoe Lodge, F. & A. H.

He is survived by his wife, a daughter and five sons.

Frank P. Walsh

As we go to press, we have received word of the sudden death in Atlantic City, N. J., of Frank P. Walsh. This sad news comes as a great shock to the trade, for Mr. Walsh was not only one of the oldest and most prominent buyers but enjoyed an unusually wide circle of friends in the trade. Mr. Walsh began his business career in New York with Charles Jones & Son and for the past twenty-three years has been associated with Strawbridge & Clothier, Philadelphia, as buyer of the china, glassware and housefurnishings departments. Possessing a genial nature and a cultured mind Mr. Walsh, through his long association with the trade, formed many close friendships and won and held the respect and high esteem of all whom had the pleasure of meeting him. He was about 62 years of age.

James L. Tapp

James L. Tapp, proprietor of a department store at Columbia, N. C., and one of South Carolina's leading merchants, died suddenly recently of apoplexy. He settled in Columbia 21 years ago coming from Charlotte and founded the James L. Tapp Co., and has operated the business ever since the opening under the same name. He had been in business in Charlotte before coming here as the Tapp-Long Co., predecessors of the Little-Long Co.

Buyers In New York

JULY 19, 1923

C. W. Libbey, housefurnishings, Gilchrist Co., Boston, Mass., 200 Fifth Ave., Room 602.

L. Nubrick, toys, and H. B. Schleicher, lamps, Crowley, Milner Co., Detroit, Mich., 38 West 32nd St., 15th Floor.

JULY 20, 1923

E. B. Saul, gift art goods, E. M. Scarborough & Sons, Austin, Texas, 120 West 32nd St. (A. Fantl).

L. Brown, housefurnishings and china, Faris-Walker Co., Los Angeles, Calif., 115 West 30th St. (Weill & Hartman).

JULY 21, 1923

G. H. Charlton, housefurnishings and china, Jones Store Co., Kansas City, Mo., 23 East 26th St. (Wm. T. Knott).

Miss V. Drysdale, art goods, Jacoby Bros., Los Angeles, Calif., 352 Fourth Ave. (Kirby, Block & Fischer).

JULY 23, 1923

W. E. Dougherty, gift shop goods, N. B. Blackstone Co., Los Angeles, Calif., 448 Fourth Ave., care L. S. Farien.

H. S. Wallterstein, housefurnishings, Weisberger Co., Richmond, Va., 115 West 30th St., care Ben F. Levis.

R. Burus, housefurnishings, Kleeman D. G. Co., Terre Haute, Ind., 1150 Broadway, care F. Lilienthal Co.

C. E. Craig, toys, Craig Bros., Washington Court House, Ohio, 1170 Broadway, care F. B. Farrand.

W. W. Lease, housefurnishings and toys, P. Wiests Sons, York, Pa., 370 Seventh Ave., Grand Hotel.

JULY 24, 1923

R. E. Hecht, toys, Hecht's, Baltimore, Md., 1150 Broadway, F. Lilienthal & Co., Inc.

L. E. Yennaco, lamps, R. H. White Co., Boston, Mass., 432 Fourth Ave.

G. E. Crowe, toys, housefurnishings and china, Younker Bros., Des Moines, Iowa, 448 Fourth Ave., care I. S. Farian.

F. E. Beck, toys, Armhuster Co., Columbus, Ohio, 23 East 26th St., Mdse. Reporting Co.

M. Kennetts, lamps and fixtures, J. N. Adam Co., Buffalo, N. Y., 16 West 39th St.

M. Henry, housefurnishings and toys, J. L. Hudson Co., Detroit, Mich., 225 Fifth Ave., Retail Research.

J. S. Williams, housefurnishings and china, Rorabough Brown D. G. Co., Oklahoma City, Okla., 366 Fifth Ave.

P. J. O'Hara, toys, housewares, lamps and glassware, Strouss Hirschberg Co., Youngstown, Ohio, 1150 Broadway, F. Lilienthal & Co., Inc.

M. J. Haarahan, housefurnishings, china and toys, E. S. Brown Co., Fall River, Mass., Prince George.

R. B. Richhart, toys, Tuerke Merc. Co., Fort Dodge, Iowa, 352 Fourth Ave., Kirby, Block & Fischer.

A. Riker, housefurnishings and toys, Wurzburg D. G. Co., Grand Rapids, Mich., 432 Fourth Ave., D. G. Union.

W. E. Dougherty, pottery, lamps, shades and gifts, N. B. Blackstone Co., Los Angeles, Calif., 448 Fourth Ave., care I. S. Farian.

J. Grundy, housefurnishings, Uhler, Phillips Co., Marion, Ohio, 1150 Broadway, F. Lilienthal & Co.

Miss R. Nachman, toys, Nachman Dept. Store, Newport News, Va., McAlpin.

R. Marting, housefurnishings and toys, Marting Bros., Portsmouth, Ind., 352 Fourth Ave., Kirby, Block & Fischer.

H. Grossman, housefurnishings, Weisberger Co., Richmond, Va., 115 West 30th St., Ben F. Levis.

M. Baxter, housefurnishings, china, LaSalle & Koch, Toledo, Ohio, 225 Fifth Ave., Retail Research.

I. E. Fronani, china, glass and pottery, W. R. Hume, housefurnishings, Woodward & Lathrop, Washington, D. C., 370 Seventh Ave.

JULY 25, 1923

R. D. Laughlin, novelty gifts, Laughlin's Book Store, Barberton, Ohio, Commodore.

A. S. Louis, Jr., housefurnishings, Jas. Edgar Co., Brockton, Mass., Prince George.

Miss G. Kenny, toys, Kenny Bros. Co., Canton, Ohio, 32 West 35th St., care I. O. Rothschild Co.

Miss C. Southworth, lamps, J. B. Ivey & Co., Charlotte, N. C., 352 Fourth Ave., Kirby, Block & Fischer.

S. J. Natkin, china and glassware, Miss V. Smith, lamps, Mandel Bros., Chicago, Ill., 13 East 22nd St.

(*Continued on page 27*)



WHAT THE POTTERIES ARE DOING



ON account of generalware potteries being so crowded with business, only a nominal number of buyers have been in the district so far this nth. Mail orders continue active and there is conerable inquiry for merchandise for fall and holiday livery. More or less business of the latter character s been placed, some of it months ago. Buyers for dertment stores and jobbing interests have been anticiing their requirements far ahead, this being the genil rule this year.

With the market remaining on a steady basis, buyers ow that it is to their advantage to cover future needs, ace the inactivity so far as visiting the market perially at this season of the year is concerned. The sitation is quite different from that of a year ago, when e workers in convention demanded an increased wage ale, and which ultimately resulted in a strike. Just as on as this word got to the ears of the buyers they rushed o the market and "ordered their heads off," so to eak in an effort to get what merchandise shipped they uld.

But this year there is a reversal of conditions. Plants e working full time. The wage scale is secure. Skies e not clouded by the prospect of a strike. Manufacers are exerting every effort possible to forward shipents and factory managers are getting a heavier productn than ever. The rather cool weather this summer has led these efforts.

F. K. Pence, formerly in charge of the research dertment of the Knowles, Taylor & Knowles Co., who signed some months ago to take the management of e Paducah (Ky.) Tile & Pottery Co., now has that ctory on a production basis. In addition to tile, stoneare and flower pots are being manufactured by this w concern.

Charles P. Lang, with Kinney & Levan, Cleveland, O., as in the market late last week.

Both pottery and glass will be decorated at the plant the Alliance Pottery Co., Alliance, O. This concern as re-organized a few weeks ago, with a capital stock $100,000, and is now headed by financial interests hich insures the active operation of the shop. Semircelain white ware is being bought from nearby plants, d it is said the company will also import white china d decorate such stocks. It is said the company will tain its glassware from the Pittsburgh, Pa., and Wheelg, W. Va., districts.

"I'm two carloads back on teapots," a caster employed one of the local potteries remarked this week, "and this at a time when I thought I was about cleaned up on the order for this firm." This is given merely to show how some of the trade has been buying this season.

Since delegates returned here from the recent convention of the National Brotherhood of Operative Potters held at Atlantic City, reports have been current that the session was the most stormy in the history of the organization. On the convention floor the "lie" was passed several times. It has been said, and outside of the convention hall, it is said remarks in the convention made by a western delegate resulted in a fight, in which one of the radicals "hit the ground." Every suggestion made by a "radical," it has been said, was immediately voted down, and the effort to "put an organizer" in the field was killed quickly. Hereafter when a joint wage conference adjourns a printed pamphlet, giving reasons why propositions were rejected, will be mailed to the trade.

At a meeting of the stockholders of the Shenango Pottery Co., held at New Castle, Pa., a few days ago, the capital stock of the corporation was increased from $250,000 to $750,000. The company is now operating 13 kilns, and several additional kilns are to be built at an early date. Capacity of other departments is also to be enlarged. This company is making an exclusive line of hotel china.

George C. Thompson, head of the Thompson Pottery Co. here, has made a proposition to the city council for permission to beautify the river front near the Cleveland & Pittsburgh railroad station, at his own expense, then donate the park to the city. "I want to give the city a breathing spot," Mr. Thompson said, in making his offer, which will be accepted.

A number of local pottery managers propose to take part in the summer meeting of the American Ceramic Society which is to be held in Detroit, Mich., and Toledo, O., and vicinity Aug. 8-11 this year. Excursions and other entertainment features are planned by Secretary Ross C. Purdy, of Columbus, O.

A. W. Hollman, who represents the E. M. Knowles Co., in the Northwest, has returned to his offices at Green Bay, Wis., after spending several days at the factory, going over the proposed new line for 1924.

Most all generalware manufacturers have selected their open stock patterns for next season, and the editions are now being made up. Delivery, however, will not be made for some months to come. In the meantime, however,

(*Continued on page 27*)



GLASS FACTORY ACTIVITIES



GLASS manufacturers here have just received copies of a report from the Department of Commerce, Washington, revealing that in 1921 glassware to the value of $213,471,309 was manufactured in the United States by 329 reporting firms who gave employment to 54,748 people. This report also shows that 462 firms were engaged in glass cutting, staining and ornamenting, and the 4,682 people employed in this branch of the industry put out a production valued at $22,209,476.

There were 180 concerns engaged in the mirror business during that fiscal term employing 2,368 people, and the product of this section of the trade was valued at $16,739,545. The table shows that on account of so many new glass factories being located and placed in operation outside of the Pittsburgh district, Pennsylvania does not equal the production as shown for other states.

The Jefferson Glass Co., of Follansbee, W. Va., has designed a new line for the fall and holiday trade that is considered superior to any previous effort. The leading feature of the line is their ball lamp and candle shades, which is made up in plain solid parchment colors, and in antique and mahogany effects. Such colors as rich orange, copenhagen gray, rose pink and cobalt and Harding blues are featured. The line has been designed to match all interior decorative schemes. Period and continental effects have been worked into the line which are bound to appeal to those of refined tastes.

The Liberty Glass Co. has begun operations in a part of the factory of the Davies Glass Co., Martins Ferry, O. The company will feature cut ware exclusively, and the bulk of its blanks will be obtained from the Davies factory, the latter beginning operations about six weeks ago with a rather large force. The plant has been erected on the former site of the old Haskins Glass Co.

Al. L. Braunn, special representative for the Jefferson Glass Co., of Follansbee, W. Va., who has been at the factory for some time, left for the eastern territory Wednesday, and en route he will carry a complete line of the offerings of this plant. L. O. Griffith, secretary of this factory with his son Charles, has ben spending a fortnight at Atlantic City, where C. H. Blumenhaur, head of the company, has been attending the annual wage conference.

The new line of portables, shades and lighting glassware of the Pittsburgh Lamp, Brass & Glass Co., will be shown for the first time in the Pittsburgh sample rooms, in the Chamber of Commerce Building not later than Wednesday of next week. "We will have one of the best lines we ever designed, and I'm sure it will meet with the approval of the trade," declared Harry A. Ross, sales manager for this company referring to the new offering.

News has been received here of the appointment of William B. Keefer as receiver for the Spring City Glass Co., at Norristown, Pa.

The two plants of the Fostoria Glass Co. went on full time this week. Their No. 2 shop at Moundsville, W. Va., resumed operations July 16, and the No. 1 plant last Monday. General business conditions with this factory are pronounced excellent, demand for the entire line being very active

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A complete line of tableware is to be added to the lines of the Henryetta Glass Mfg. Co., Henryetta, Okla., according to an announcement of General Manager Frank Miller. Additional moulds for this new department have been ordered from designers in this district.

Construction of a new automatic lehr at the plant of the Indiana Glass Co., Dunkirk, Ind., is progressing rapidly. The plant has been idle for a brief period, while the construction of the lehr progresses.

Although seasonable lines are proving to be the "best sellers" so far as glass factories in this district are concerned, sales managers admit that fall business is in rather liberal receipt. Inquiry for the art decorated lines for fall and holiday business is increasing, and while the sale of this specialty during the last few months had been rather slow, indications are that the line will become active for the late trade. Container business is at its height. Staples are in good demand, while soda fountain and soft drink requisites are in very active movement. The market on all lines is decidedly firm.

With a capital stock of $25,000 the Southern Glass Co. has been formed, Winchester, Ind., by James H. Maroney, Josiah Lamm and Charles C. Mann, according to reports received here this week.

The Dunbar (W. Va.) Flint Glass Corporation, manufacturers of lighting glassware, has increased its capital stock to $125,000, and issued 1,000 shares of no par value.

BOSTON NEWS NOTES

By

R. B. Hemenway, Representative

BOSTON OFFICE
98
MAY STREET
NEEDHAM
MASSACHUSETTS

THE past week witnessed what is probably the lowest point to which the volume of business in the crockery and glassware trade will descend during present year. There are many contributory causes. e chief cause is, of course, the usual midsummer drums which is an annual feature of the trade. Then re is the Saturday closing of all large department res. Although this continues through the month of gust, business generally begins to recover from its mp about the first of the month. There are many esmen away on vacations and buyers as well, which t also has its effect. A canvass of both wholesale l retail dealers in this city seems to indicate that alugh the retailers have been doing fairly well on an erage, the situation is just the reverse in respect to olesale trade. Reports from other sections of the coun-, particularly in the middle west, are to the effect t things are proceeding briskly, with few periods of orced idleness.

One local crockery and glass wholesaler told the writer t he has been doing nothing during the past week ext read the daily papers. The curtailing by all textile ls in Fall River from approximately 250,000 pieces week to 100,000 to 120,000 pieces, becauses of poor rkets has been announced. Lawrence and Lowell ls are curtailing also and in New Bedford the mills are erating on a four-days-a-week schedule.

H. A. Martin of the Smith Patterson Co. returned on onday from a buying trip to New York, New Jersey d Connecticut. Mr. Martin declares that he found all markets busy and anticipates a brisk fall business. obers are around in those districts placing orders and ctories are operating with full strength, which adds to general spirit of optimism which he says he found arly everywhere he visited.

Frank Ackerman of the Mitchell, Woodbury Co. has urned to his desk after a two weeks' vacation.

Frank Biggins, who has been on a trip to Europe for past several months with Mrs. Biggins, has returned me. He intends to spend the remainder of the sumr in Maine before resuming his duties with the tchell Woodbury Co. While in Europe, Mr. and Mrs. ggins visited points of historical and scenic interest in gland, France, Italy and Switzerland.

Ten persons were arrested during the past week at rious points throughout the state in connection with the larceny of $2,537 from Jones, McDuffee & Stratton. The first one to be taken into custody was Mrs. Marion Doherty who was formerly employed in the store as a clerk. She is alleged to have committed the thefts from time to time, between September 1, 1922, and June 20 of this year. Several days later Mrs. Margaret T. Monroe was arrested at Ashburnham, Mass., and on the day following her arrest, two young men were taken into custody in this city, who are accused of being implicated in the affair. They are Adolph C. Corbett, 129 Salem Street, Malden, and James J. McCormick, 34 Pope Street, East Boston. The two women were brought to Boston police headquarters where their bail was fixed at $1,000 each. Of the total amount alleged to have been stolen, $2,037 has been recovered according to the police inspectors who made the arrests. The round-up of suspects was the result of investigations into the case conducted by the McDonald Detective Bureau of Boston.

George E. Homer, Inc., who recently completed the first six months in their rehabilitated quarters on Winter Street, after having been forced to seek another location during alterations on the building, are now back in the normal swing of things. Mrs. C. H. Pearson, buyer of glassware and gift shop articles, announces that the volume of summer trade in this department is now at its highest point. This is especially true of colored glass, of which the Homer firm carries two varieties. Customers have been very loyal, Mrs. Pearson says, and from now on things are due for a steady stock turnover.

Justin Tharand of New York was in this city last week, stopping at Young's Hotel.

Eugene Fondeville of the house of A. J. Fondeville, New York City, was a visitor also. Mr. Fondeville, who is president of his concern, reports conditions about normal.

J. S. Martin, buyer of chinaware for the Jordan, Marsh Co., and J. F. Galligan, assistant buyer, left on Sunday evening for New York City where they will attend the Merchandise Fair held under the auspices of the National Retail Dry Goods Association in the Grand Central Palace. The convention is from July 23 to August 4. Practically every buyer and assistant in the Jordan store besides the merchandise managers made the trip also.

R. B. Voitle, Boston representative of the Pittsburgh Lamp & Brass Company, attended the Glass Manufacturer's Convention at Atlantic City last week.

Chicago Trade Have Big Time

Happy Representatives of Chicago's Finest Enjoy Barbecue With Oscar Eckland As Host

UNDAUNTED by a downpour of rain during the entire morning, more than one hundred attended the Shore Party and Barbecue of the Chicago Association, held at the summer home of Oscar Eckland, on the shores of Lake Michigan, at New Buffalo, Sunday, July 25th. The party included buyers, salesmen and their families.

To say that the event was most successful and an en-



The host, Oscar Eckland, welcomes the crowd at his summer home and the barbecue

joyable day for all who were on hand, would be putting it too lightly to half convey the real pleasures at this beauty spot overlooking Lake Michigan.

A special car left Chicago early Sunday morning on the Michigan Central carrying the major part of those who attended the outing. Upon arrival at New Buffalo the guests were taken in automobiles to the scene of the festivities. A chicken luncheon was served, and in addition to the rain, there were other wet goods available—one needed only to speak his desire. While the rain continued the card tables were kept busy and the Victrola and Radio contributed to the inside entertainment. Shortly after noon, however, the clouds disappeared and the tempting sun was a magnet to bring the crowd down to the beach and out on the lawn where contests for prizes were held.

The first number on the program was a turtle race won by the unlucky number thirteen. First prize for this was awarded to C. P. Reddrop. Other prizes in this race went to Miss Johnson, Mrs. Curzon, Mrs. Simpson and Oscar Helm. The women's running race was next and here was shown a burst of feminine speed found only in the rugged Westerners. Miss Johnson, Miss Barclay and Miss Geuder finished in the order mentioned. The men's running race was won by J. H. Smythe of the CROCKERY & GLASS JOURNAL, with J. Weinstein, second and Eugene Blum, Jr., third. The prize for this race was a "Moonshine" lamp.

Possibly the most interesting game, at least from the viewpoint of spectators, was the egg throwing contest. In this, the men picked out partners among the ladies, and tried to catch eggs as they were thrown to them. Walter G. Minnemeyer was brave enough to let his wife throw eggs at him, and so came through with flying colors and won the first prize. The swimming contest was taken by Messrs. Pollack, Harris and Meder in the order mentioned.

The women demonstrated that they were not all slow dressers, when it came to the ladies' shoe race. Mrs. Goodman was the first to replace her shoes and cross the finishing line. Miss Bessie Rosenstein was also awarded a prize for her prompt foot work.

The buyers and sellers engaged in a ball game during the afternoon and after five innings of fast play, featured by a diving catch by "Mike" Meder, the salesmen realized that they would be unable to get the best of the

(*Continued on page 26*)



In this camera broadside are shown some of the prominent members of the trade who enjoyed the barbecue and the bang-up Chicago outing

THE CHICAGO MARKET

By

J. H. Smythe. Representative

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE Marshall Field review of the wholesale distribution of general merchandise for the past week covers the situation well, as indicated by word from er wholesale houses. The report says that road sales e shown a considerable increase over the total for the responding week a year ago. It also states that the nber of buyers in the market was fewer and that colions are generally not equal to those of the corrending period a year ago. Sales of china and glassre in a wholesale way were good during the past ek in the middle west. This is partially due to the cago exhibit which came to a close on last Saturday, l also due to the fact that Mid-Year inventory work been completed and the buyers are ordering fill-in cks for their Fall trade.

Chicago retailers have curtailed their advertising and es efforts to some extent due to the general lull of the mmer season. The items that are being pushed are h seasonable things as iced tea sets, glass luncheon l salad sets, and housefurnishing items for picnic purses. On these items the volume of sales has been equal any previous season. But of course, this merchandise s not increase the total sales in dollars and cents, as idly as dinner and other higher priced specials which the leaders eight months of the year.

As the Chicago Gift Show draws near the available ce in the Palmer House is being rapidly taken up by nufacturers and sales agencies. The fifth and sixth ors of this famous merchandising hostelry will be irely devoted to displays of gifts of all kinds. Among se who will show china and glassware at this exhibit m August 5 to 11, are Ferdinand Bing & Co.'s successors, Chicago Gift Market, Charles Hall, Inc., Industrial ding Corp., Frank B. Kurtz, Earl N. Newton & Associates, W. C. Owen, Howard G. Seldon and The Steink Co

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In spite of the drop in wheat below the dollar mark, tler Bros. recently reported a large turnover. Sources se to the company and acquainted with its business that the weakness in the grain market will not affect business of Butler Bros. to any extent.

Braude Frame & Moulding Co., 903 Belmont Avenue, cago, was incorporated last week with a capital stock $2,500. General mercantile business, manufacturing of mes and mirrors will be conducted by this company. orporators are Betty Feldman, Nathan Braude, hur Braude. Correspondent, J. J. Pio, 39 S. La Salle eet.

The Board of Directors of the Fair have declared the regular quarterly dividend of one and three-quarters per cent on the preferred stock of the company indicating the business of this concern is steadily gaining since D. F. Kelly became general manager last January.

Marshall Anderson, Jewelers, Inc., is a new concern in Chicago, located at 710 W. Jackson Boulevard. The company will manufacture and sell silverware, jewelry and china. Incorporators are H. M. Sharpe, Pauline Stolz, Francis King. Correspondents, Dahlberg & Sharpe, 39 S. La Salle Street.

The June-July furniture market came to a close last week, although exhibits are maintained the year around by many of the manufacturers showing their lines here. Since the opening, June 18, more than 4,300 buyers of furniture and furnishings have registered at the big exhibition buildings which dot Michigan and Wabash Avenues, composing what is known to the trade as "furniture row." These buyers represented every section of the country. The attendance reflected in a great measure the extent to which the idea of Chicago as a furniture manufacturing and distributing center has spread.

Rand Distributing Co., Inc., 35 S. Dearborn Street, was organized with a capital stock of $5,000, last week. The company will deal in aluminum ware and housefurnishings. Incorporators are S. H. Rubin, Anthony B. Rand, and Murray Miller.

Walter G. Minnemeyer is not only an adept in the art of selling glassware, but he also carries quite a large reputation as a sportsman. Mr. Minnemeyer was chosen last week as a judge in the annual Yacht race from Chicago to Mackinac. He was placed in charge of the government revenue cutter, *Tuscarora,* which patrolled the course. Being the skipper of a large steam yacht is as easy for Mr. Minnemeyer as selling a dozen carloads of Hocking Glass through his Chicago office at 180 N. Wabash Avenue.

It may be hard to believe, but it is a fact, nevertheless, that six salesmen played poker with a pinochle deck for more than an hour, believing it to be a regular deck, during the recent Chicago Pottery Show. To make matters worse the game was "deuces wild" and it took the advice of a bystander to show the salesmen the error of their ways. Those participating in the game have requested the Journal to withhold their names.

M. G. Post, Inc., 30 East Randolph Street, has organized a new concern to deal in picture frames, art goods, photographic supplies and cameras.

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS

THE PALMER HOUSE

invites you to inspect the following lines.



Albright China Co., Room 25
Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales.
Phone, Dearborn 4700

Crooksville China Co., Room 591
Makers of Dinnerware
Represented in the Middlewest and West by J. E. Boring
Telephone Central 5271

Potters Co-operative Co., Room 684
Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.

KAY BEE CHINA WORKS

Manufacturers
High Grade China
CHICAGO ILLINOIS

WALTER B. ANDREWS
30 East Randolph Street
Corner Wabash Avenue
Room No. 405

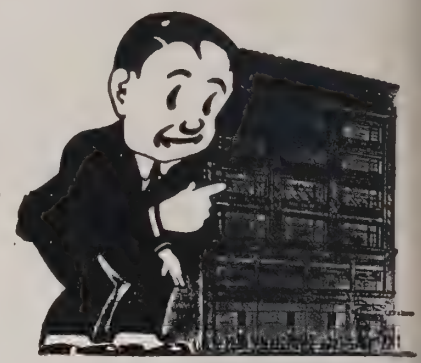
Representing
MONONGAH GLASS CO.
CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

THE SEBRING POTTERY CO.
Mr. W. L. Gerald
4523 Racine Ave.
Chicago, Ill.
Phone: Edgewater 2380
Display Room, 1319 So. Michigan Ave.

This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

FRENCH CHINA CO.
Office and Display Room
136 West Lake Street

A few words in this space will bring in many dollars
Phone Wabash 0860



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

HELM & SOUKUP
Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

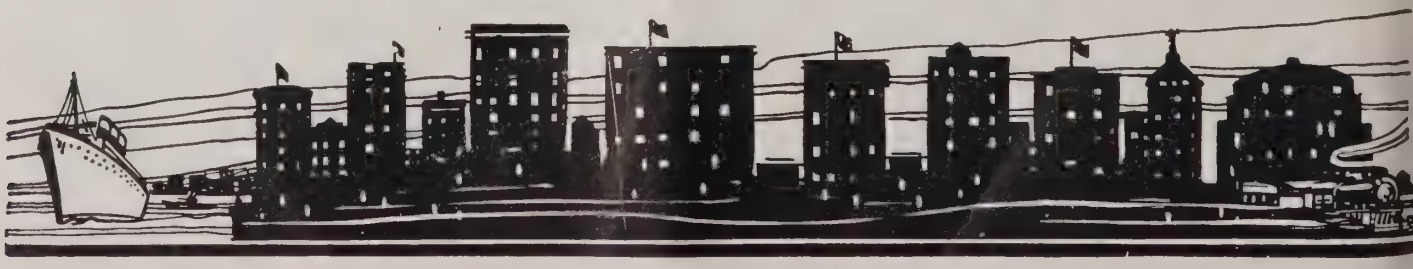
KELLY & REASNER
Representing McKee Glass Co.; Eagle Mfg. Co.; Indiana Glass Co.; Lippincott Glass Co.; N. Northwood Co.; Mound City Glass Co.; D. C. Jenkins Glass Co., and Geo. R. West & Sons.

THE McANULTY CO.
Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER
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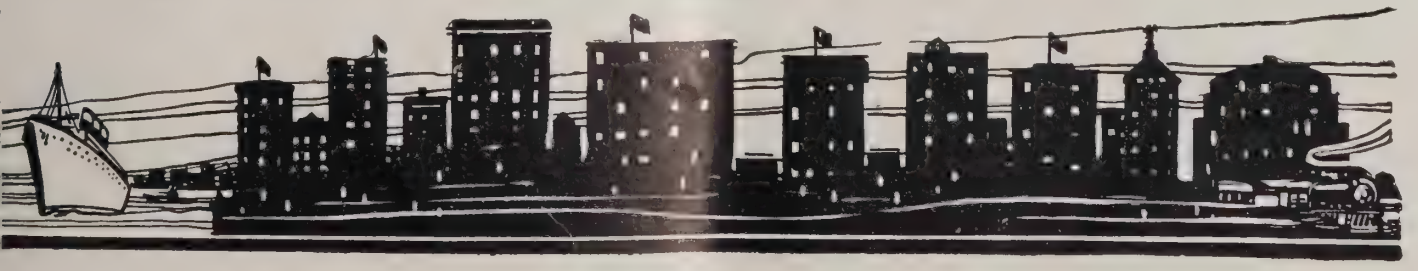
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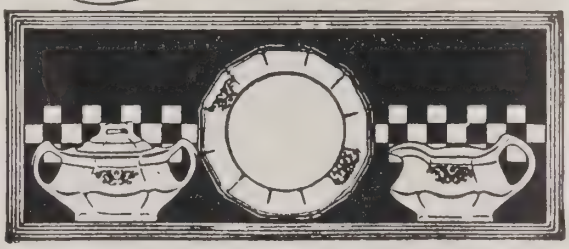
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Chicago Trade Have Big Time

(*Continued from page 20*)

buyers. The verdict was awarded with an eight-to-six score. Miss Tinker umpired the game in stern fashion and threatened to put several players off the field for presuming to protest her decisions.

The results of other games played with cards and "galloping dominoes" have been censored. After all contests were completed and the crowd enjoyed a swim in Lake Michigan, prizes were awarded by Harry Kelly, of the Entertainment Committee.

The dinner bell was then rung as a signal for the big Barbecue. This was the feature event of the day and the three quarters of beef which had been simmering over an open fire all day were served. This, together with corn and potatoes, roasted out of doors, was declared by all to be a most tasty and delicious meal. A fruit punch was also served and prepared under the instructions of Oscar Eckland, a past master in the art of "mixing." At seven o'clock the crowd was hustled into automobiles and started on their way back to the city, much to their regret. The day was one that will not soon be forgotten by those that were fortunate enough to have been there.

Feldspar and Milling Co. Closes for Lack of Help

As soon as the labor situation takes a turn for the better, the River Feldspar and Milling Co., of Maromas Conn., which shut down a short time ago, will be opened it was stated today. The shutdown is due to the shortage of men to work the quarry, and mechanics needed to build structures and improvements necessary for its operation. The quarry will reopen in a few days, the layoff being only temporary. The product of the quarry is always in demand, and is used to make china and glassware.

The German Glass Industry

In a recent review of the glass industry, the Berlin *Industrie und Handels Zeitung* says that table glass exports, after showing a further decline, recovered, and consignments from two months' accumulation of stock were made to Italy and Reval, also to America and Africa. The inland market also showed a partial smal

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A well established Dinnerware Pottery wants Sales Manager who is experienced and successful in organizing and managing a national sales force calling on the small general stores as well as the larger trade. In reply mention age and salary expected, also how employed at the present time. All correspondence strictly confidential. Box 271 care CROCKERY AND GLASS JOURNAL.

WANTED—Commission salesmen to sell popular priced cut and decorated line. State territory and mention other lines you carry. Box 269, care CROCKERY AND GLASS JOURNAL.

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MANUFACTURERS OF GLASSWARE.

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255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

revival. In the hollow glass industry supplies of raw materials and coal were sufficient and deliveries of soda were reported from several quarters as improved. Both home and foreign buying was extremely reserved. Manufacture was partly carried on for stock. In the case of certain special articles a slight improvement in sales compared with the previous month was reported.

Are 1½ Million Retailers Too Many?

(*Continued from page* 14)

control this monster which they are now dreading.

If a retailer, I should honestly try to sell goods as cheaply as possible. I would constantly keep in mind that I am the *agent* of the consumer and exist only as the servant of the consumer. Remember that in the old days the retailer did not exist. When our ancestors wanted a pair of shoes, they went to the man who made them. Those were the days of the Guilds. Finally there came a time when someone convinced our ancestors that it would be cheaper for them to let a middleman do the buying for them. Thus, the middleman started not as an agent for the manufacturer or jobber, but rather as an agent for the consumer. This is the way most of the great merchants of today got their start, beginning with packs on their backs, then getting a horse and wagon, and finally a little store. Today, they have great mercantile establishments covering entire blocks. If a retailer, I would continually keep in mind that I am the servant of the consumer and working for him as his agent to get goods for him as cheaply as possible. Many retailers have been put out of business by their desire to get as high a price as possible from the consumer.

If a retailer, I should advertise constantly and steadily; I should not enter the race of space buying with my competitor, nor into a price-cutting campaign. Rather, I should do constructive advertising for the purpose of distributing goods for the best interests of all concerned. Instead of thinking of myself I would think of the men who are manufacturing the goods, the farmers who are raising the produce and the railroads that are transporting the merchandise which I buy. My advertisements would be written with this point of view.

What the Potteries Are Doing

(*Continued from page* 19)

sample sheets have been arranged for, and from these the early 1924 lines of dinnerware will be made up.

Playing over the course of the East Liverpool Country Club last week, R. L. E. Chambers, western representative for Rudolph Geartner of New York, won the W. E. Wells cup in an open tournament. Some excellent golfers are to be found within the domestic pottery trade.

Buyers in New York

(*Continued from page* 18)

E. Elias, toys, Intern'l Import & Export Co., Chicago, Ill., Pennsylvania.

A. A. Ullrich, gift mdse., Lard's, Inc., Evanston, Ill., McAlpin.

F. C. Wade, housefurnishings, J. M. Hartley & Son Co., Fairmont, W. Va., McAlpin.

T. R. Kidd, housefurnishings and toys, M'Whirr Co., Fall River, Mass., 315 Fourth Ave., D. G. Alliance.

J. Belond, housefurnishings, Baum's, Green Bay, Wis., Pennsylvania.

H. Claster, art goods and housefurnishings, Kaufmann's, Harrisburg, Pa., 1150 Broadway, F. Lilienthal & Co.

Miss G. H. Stein, gifts, Stein Bros. Co., Hastings, Neb., McAlpin.

Jesse M. Bloom, gifts, Ville de Paris, Los Angeles, Calif., 11 East 26th St.

Miss E. H. Fuller, art goods, Pittsburgh Crafts Shop, Pittsburgh, Pa., Wolcott.

Miss E. Kreymborg, gifts, Davidson Bros., Sioux City, Ia., 352 Fourth Ave., care Kirby, Block & Fischer.

T. W. Mather, housefurnishings, T. W. Mather & Sons, Westminster, Md., Collingwood.

New Elfird Store Nearing Completion

The new building being erected for the Efird Department Store, Charlotte, N. C., is fast nearing completion and will be occupied early this fall.

The building covers a plot of ground 100 by 188 ft., is five stories high and has a basement and mezzanine floor. There are 116,000 sq. ft. of floor space in the building.

There are four elevators, each equipped with an automatic leveling device which brings the car to a level with the floor. Two escalators, each capable of carrying 6,000 persons an hour, will run from the main to the third floor.

New York Directory

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Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
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GEO. F. BASSETT & CO., *73 Barclay St.*
"The Dinnerware House of America."

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND SPODE CHINA AGENCY, *43 West 23rd St.*
Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *135 Fifth Ave.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, *43 Murray St.*
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HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND & CO., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, *39-41 West 23d St.*
Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

LA PORCELAINE LIMOUSINE. *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

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L. STRAUS & SONS, *42, 44, 46 Warren and 116 Chambers Sts.*
Importers and Manufacturers.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Successors to Takito, Ogawa & Co. and the Tajimi Co. Japanese and Chinese Goods. Catalogues upon application. Tel.—Stuyvesant 3823. Chicago Office, 327 West Madison St.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, *24 West 23d St.*
Sole agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, *65 Barclay St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Cox & Company, Representatives, 120 Fifth Ave.*
"The House of New Ideas." Cameo Etchings and Encrusted Coin Gold.

BRYCE BROTHERS COMPANY.
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., *Fredk. Skelton, Representative, 200 Fifth Ave.*
Colored and Iridescent Glassware.

ECONOMY TUMBLER CO., *Morgantown, W. Va. Cox & Co., Representatives, 120 Fifth Ave.*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *224 Fifth Ave.*
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. *T. W. Hamilton, Representative,* 139 *Fifth Ave.*

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

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The Representative Paper of the Industry
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CROCKERY, GLASS, HOUSEFURNISHINGS
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DOLLS AND TOYS
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AS THE EDITOR SEES IT

SMALL STORES AND BIG SALES

BIG sales volume is a business and merchandising achievement which does not come through chance. While big turnover and sales volume is almost always associated with the largest department stores, there is no reason why a large number of smaller stores cannot attain as high a standard of store operation. But only a very, very few small stores do. Why? Simply because the owner or manager of the relatively small store has not put his business on the same highly efficient basis as the big stores. The attainment of turnover and the building up of sales volume are absolutely dependent upon good merchandising judgment and upon good store management. These two phases are the most important factors in making profits and in making and holding patronage. So closely are they related that only when both are co-ordinated, can any store, regardless of its size or location, be said to be most efficiently operated.

GOOD merchandising and store management are an absolute necessity for the big stores, for no establishment is so big that it would not soon fail, if it did not take the greatest care to serve the public well. As selling methods or service is of the greatest importance to the biggest stores in building up good-will and increasing patronage, the same features of good store operation may be utilized just as successfully on a smaller scale by the smallest of stores. In other words, small stores by training can increase their sales in precisely the same sensible way which big stores are doing it. As a small store can be more easily handled, it is possible for the small store manager to excell the big stores in point of service and the intelligent handling of sales. Many small stores are doing it, and because they are doing it so conspiciously well, the number of small individual and specialty stores is increasing.

BUT there are thousands of small stores which are not making the profits they should, simply because the human element has not been given the attention it should have. The majority of small store owners are spending all their thought and time in the consideration of merchandising and equipment problems. Instead of doing this they should spend a little on making their sales force more efficient. Some larger stores also have failed to hit the nail on the head. In considering the various angles of their employee problem they frequently dwell upon the shortcomings and fail to envolve a constructive method of bettering the situation. Yet intelligent and well trained sales people are essential and even great efficiency in other divisions of store management cannot overcome the handicap, for steady expansion of sales volume is very largely dependent upon the selling force.

ALL big stores have installed schools of salesmanship, to elevate the standards and increase the efficiency of selling. In the biggest stores high-priced teachers are engaged to handle this important work, but it is by no means necessary to incur a large investment to carry on this work. In the small stores the owner can often do it even better than an outside teacher. In other cases the store manager or an employee interested in the work can perform it. As a rule, instruction can be imparted with best results by the store superintendent or a worker in the store, rather than by the owner. Valuable guides for conducting this training may be obtained from books, merchandise samples, all the way up to the moving picture film which tells the whole story of selling the customer. Every sales person who is worthy of hire will be interested in conferences, so hold them. And these conferences should be free discussions, otherwise they will not amount to very much. As merchants find it worth while to meet for the exchange of views, so will your employees. Pick out a leader for the chairman and go to it. Big results will be achieved by persistent effort.

Three M's Stimulate Rural Buying

Magazines, Movies and Motors Greatest Publicity Factor in Building Sales to Country Folk, Says President of Sears, Roebuck & Co.

WHAT makes the backbone of the nation conservative? How have the farmers and the inhabitants of small towns and cities kept up with the most modern inventions? Why can the farmer with justice say that the possession of a car is no sign of prosperity? What is the gauge of the farmer's prosperity? These are some of the questions that were answered in a talk the writer had with Julius Rosenwald, President of Sears, Roebuck & Co., the largest mail order house in existence.

For a long time the argument has been put forth that the cities of the nation do not represent the life and the thought of America. They are the high lights, the sky rockets. Outside of them is the steady, slow grind of movement that marks our growth. To understand America, or any country for that matter, one must go to the farms, to the villages and towns. It is contact with these, with eight million American homes situated beyond the flare of the white lights, that makes Mr. Rosenwald an authority on one phase of national life.

Publicity in the broadest sense, Mr. Rosenwald began, is the power that gives direction to demand and supply. Magazines, movies and motors, the three all-important "M's" in American life, enter into the publicity factor. Call it education if you will. The people we deal with, the people who read our catalogues and then enclose check for shipment of goods, the eight million homes representing from thirty to forty million individuals who depend upon us for the necessities and luxuries of life, live on farms, in scattered communities, in small towns that have not yet in some instances gained the dignity of a mark on a map. And they read the magazines, they go to movies and they travel about in cars.

Go back ten or fifteen years and find out to what extent magazine circulation depended upon the home that was off the beaten track. The proportion is very small. Those were the days when a farmer and his wife would read the newspaper that served as a wrapper for their supplies, and thought they were keeping up with the pace of the world if it happened to be only a week old. Those days are past. Today almost every home is on the subscription list of some national publication. Big business followed in the tracks of the mail order house and found that the stake was not a negligible one.

Big business—I am referring to the magazine and newspaper business—discovered that it was easier to get a subscription from a man outside of metropolitan life than from one living in the heart of publication competition. Big business, in a word, made a drive for the small town reader. That drive is still continuing. The mail pouches are full of magazines that are dropped on every rural and small-town doorstep, and they are getting fuller every day.

How the Movies Educate

At the same time that the literature of the country made its inroad into the life of the hitherto secluded family, the movie took its place as an educational factor in the community. I am considering education from the point of view of publicity, from the point of view, if you please, of the merchant who believes that customers need to be educated to their wants. It is not a narrow point of view. Raising standards of living has long been the goal of the educator. That the merchant profits by this is merely a fortunate corollary.

Take the farmer's wife or the small town housekeeper who goes to the movie show to see the latest episode in the Perils of the Pure. The perils mean something to her, and so does the purity, but the things that make as great an impression are the things the heroine wears and the furnishings of the home she lives in. To the movie patron they are the essence of social life and form. Imitation is the greatest principle in the theory of education; and hope springs eternal in the human breast. When the farmer's wife or the small town housekeeper comes home, she looks over her wardrobe, she looks around her house, she draws comparisons and she makes mental reservations. It is on the strength of these reservations that our business depends, to a great extent.

Abreast of the magazine and the movie in influence is the motor car. Distances are covered in a short time. It no longer is a holiday for the farmer and his family to go into town. It is part of the day's work. Contact with the town and its shops and theatres always means growth in requirements and invasion into the fields of luxury. A man or woman passes a shop window and sees an article that appeared in a movie scene or in the picture of an advertisement. It may be passed once or twice as something not to be classed as a necessity, but it is fair to wager that the third time it will be bought.

This is essentially an advertising age. I have heard it said that subscribers buy magazines for their advertising pages as much as for the straight reading material. People all over the country, and especially those who can't come to the big cities, want to know what the best—in terms of dollars and cents and prosperity—are doing and buying. That means increased business for the small town shops. In equal degree, it means business for the mail order house.

In the career of Sears, Roebuck & Co., I doubt if we have consciously inaugurated an educational or a selling campaign more than three times. That is true of all mail order houses. Merchants of this sort are rarely pioneers.

They sell the things the public wants after the public has proved its interest in the article. Yet three distinct times we did break ground. We were the pioneers for the low-priced bicycle, we put the sewing machine into every subscriber's home, and we awakened the farmer's wife to the value of the cream separator. That meant intensive campaigns directed toward making the people conscious of the time-saving or the recreational value of these things.

One reason that we do not have to engage in this type of work today may lie in the fact that it is done for us by the agencies mentioned, the magazine, the motion picture and motor car. Certainly we have done nothing to popularize the radio, for example. Yet practically every farmer's home has one strung up. We know. We get requests not only for radio supplies listed in our catalogue, but also for material which we have not yet in stock. The tremendous publicity this invention received in the press and in the movies put that over.

Publicity in other fields puts over other products for the merchant. The advertisement in a woman's magazine showing the latest model of a bathtub will mean a demand for tubs of that sort. Interior decoration advertisements and articles have meant a great change in that branch of our work. It's the same story all along the line. The farmer—or rather his wife—demands the same kind of environment that her sister in the large city has. She rips off her flowered wallpaper when she finds that has been out of fashion for a long time, and puts on the plain paper; she gets rid of her flowered rugs as soon as she can and orders the more modern simple floor covering. She has her home electrified and yet, strangely enough, will cling to the oil stove in her kitchen. It is our job to give her both, the electrical fixtures for the parlor and the oil range for the kitchen.

Farmer Buyers are Conservative

We keep in time to the pace of metropolitan progress, and yet we don't. Here we can ask the question: Is it the mail-order house that keeps the backbone of the nation conservative, or is it the backbone of the nation that keeps the mail-order house conservative? It's probably six of one and half a dozen of the other. Our conservation is naturally tied up with the principles of good business. Our welfare depends on the good-will of people we never see. We have to buy for them, we have to sell to them, the things that will bring satisfaction throughout the entire period of their life.

All purchases are guided by the same principle. It is not what is the latest thing in machinery but what will bring the most satisfaction, what has proved its value, that we sell the farmer. Once we are assured, however, of the soundness of an innovation, it soon takes its place in the pages of our catalogue. Essentially it is a matter of keeping our eyes open to the new product of today and determining the chances it runs of becoming the standard, the conservative product of tomorrow.

Equally important is the casting aside of the deadwood. That, also, is no simple problem. As I mentioned before, it is no unusual thing for one household to have the latest

(*Continued on page* 30)

Domestic Glassware Exports

Domestic exports of plain table glassware show a very slight increase for the month of May. This increase in value of outgoing ware amounted to but $748. Exports of cut and engraved table glassware show a slight decline for April, the decrease amounting to $8,110; outgoing shipments of lamp chimneys and lantern globes also show a decline for April, compared to figures for March, the decline amounting to $3,283.

Countries	Table glassware plain	Table & other glassware cut or engraved	Lamp chimneys & lanterns, globes	Lamps & other illuminating glass
	Dollars	Dollars	Dollars	Dollars
Denmark	202	—	—	—
France	—	—	—	212
Germany	150	—	—	—
Italy	—	30	15	—
Netherlands	140	—	—	—
Norway	500	—	—	—
Spain	—	—	20	—
Sweden	—	60	—	—
England	44,340	4,802	498	1,894
Scotland	2,625	—	—	—
Ireland	106	—	—	—
Canada—				
Maritime Prov.	949	297	—	40
Quebec & Ontario	15,383	10.626	384	6,885
Prairie Provinces	1,492	397	—	1,403
Brit. Col. & Yukon	3,612	379	191	132
British Honduras	26	266	30	304
Costa Rica	441	—	162	71
Guatemala	1,253	111	331	—
Honduras	1,610	51	121	128
Nicaragua	172	127	210	426
Panama	2,486	449	484	381
Salvador	28	—	49	—
Mexico	14,492	622	6,789	2,514
Miquelon & St. Pierre Is.	6	—	—	—
Newfoundland & Labr'd'r	173	610	35	5
Bermuda	524	672	178	28
Barbados	4	—	—	35
Jamaica	151	—	157	926
Trinidad and Tobago	49	—	147	134
Other Brit. West Indies	374	—	103	105
Cuba	38,842	1,051	5,815	1,808
Dominican Republic	2,519	—	1,327	329
Dutch West Indies	77	—	31	45
Haiti	821	—	257	111
Virgin Islands of U. S.	23	—	85	62
Argentina	7,563	200	145	168
Bolivia	2,162	—	—	—
Brazil	90	20	196	61
Chile	—	—	39	—
Colombia	5,859	—	15	439
Ecuador	—	—	92	40
British Guiana	39	44	34	77
Dutch Guiana	46	—	11	—
Peru	1,102	411	386	—
Venezuela	3,600	—	17	259
British India	—	—	1,510	3,769
Straits Settlements	—	70	—	—
China	2,592	2,287	149	149
Java and Madura	—	—	117	67
Other Dutch East Indies	39	—	—	—
Far Eastern Republic	—	—	—	34
Hongkong	—	—	12	—
Japan	309	175	12	—
Palestine and Syria	—	—	19	148
Philippine Islands	7,919	—	2,238	—
Siam	—	—	15	—
Australia	8.361	1,479	5,239	2,256
British Oceania	—	—	175	133
French Oceania	161	—	233	75
New Zealand	4,932	39	552	719
Brit. West Africa	—	—	119	17
Brit. South Africa	642	—	58	—
Brit. East Africa	—	—	300	—
Other French Africa	—	—	—	17
Morocco	—	—	—	111
Total	178,926	25,275	29,102	26,517

Retail Trade for June

Sales of most groups of reporting retailers were slightly smaller in June than in May, although the decline was smaller than is usual for this season of the year. Department store business decreased about 4 per cent, owing to lower sales in the Southern and Western districts. Business in the large commercial centers continued to be active and was reflected in increased sales in the Boston, Richmond and Chicago districts. Stocks of merchandise at department stores were curtailed in all reporting districts and were on the average 7 per cent lower than at the end of May. The rate of stock turnover increased for the fourth consecutive month. Chain store sales in June were of about the same volume as in May. Mail order sales decreased 11 per cent during May and reflected a reduction of buying in rural districts.

June trade was substantially larger than last year for all reporting lines. Comparisons of trade with that a year ago are significant inasmuch as they avoid seasonal influences, but it should be noted that prices are somewhat higher than last year and that chain systems have considerably increased the number of stores operated. The largest increases in sales over those in June, 1922, were reported by mail order houses and five and ten cent stores and amounted to 25 per cent and 22 per cent, respectively. Reports from about 500 department stores located in all parts of the United States showed that sales in June were 14 per cent tlarger than last year. Gains were reported from all Federal Reserve districts and were particularly large in the Philadelphia and Cleveland districts. The comparison by districts indicates that trade is still relatively better in industrial sections than in agricultural sections.

No Change in Tariff Seen Under Present Administration

Now that two public hearings have been held by the United States Tariff Commission, experts are endeavoring to reach some idea as to just what may be expected by the commission in the way of action under the flexible provisions of the new tariff law. Interviews with representatives of both importing and domestic interests who attended the hearings held in Washington on July 17 and last Tuesday, brougth forth the almost unanimous view that little may be expected during the present Administration. This is qualified with the statement, however, that no one really expected that much would be accomplished for some time; that the new power conferred upon the Tariff Commissioners in the 1922 law is only a beginning and that much remains to be done before the commission can be reckoned with as a real factor in tariff making.

An outstanding feature is the keen interest displayed by both parties concerned. The domestic interests are well represented, and served notice from the beginning that every hearing would be carefully watched and noted with a view to challenging claims for duty decreases. Import interests on the other hand, are being fully protected by competent and experienced experts and attorneys who attended both hearings and are well posted.

The views of importers are summed up in the following statement issued from the offices of the National Council of American Importers & Traders, Inc.:

The outstanding feature of the first public hearing before the United States Tariff Commission, held in Washington on Tuesday, July 17, as obtained from experts, the commissioners themselves and others in attendance, was that this was "a beginning." While every consideration and courtesy was granted to the attorneys for the petitioners and to the witnesses who testified, it was apparent that the commissioners themselves were more or less "feeling" their way. No set rules guided the action of either the witnesses or the commissioners. As for any concrete recommendations for duty increases or decreases under the flexible provisions of the Tariff Act of 192 within the immediate future, this seems highly improbable.

"The intentions are good. A mass of statistics and information is being carefully prepared for future use and highly qualified experts are busily engaged obtaining needed data. The commissioners are 'on the job' giving careful consideration to all applications filed, many of which, it might be noted here, never get beyond the advisory board. Despite all this, it is the almost unanimous opinion of experts in tariff matters who are closely following every development that no recommendation for duty changes will be made with respect to any of the applications now under consideration, at least, not for some time."

The Novelty Importer

The advent of jobbers into the market is looked for shortly by importers of toys, novelties and similar merchandise. Conditions in this field have been quiet for a long time, with hand-to-mouth business prevailing. Complications have arisen, it is said, by price cutting by some and have unsettled buyers' ideas. On the other hand importers are said to have gone light on their commitments and, with anything approaching normal holiday buying between now and Sept. 15, it was said recently that prices would be firm and supplies of some items limited. On dolls the importers are not said to be making much headway, owing to the fact that the mamma doll is far and away the leading one in demand and these are not coming from abroad. Importers' overhead costs have risen greatly owing to the hand-to-mouth buying policy. Stocks must be carried for long periods, with long terms datings practically insisted on by jobbers and other buyers.

Japan's Exports

Japan's exports of china and porcelain ware for the four months ending April 30, amounted to 7,109,000 yen, comparable to 5,975,000 yen for the same period in 19. Exports of glass and glass manufactures amounted to 3,679,000 yen for the four months ending April 30, 19, comparable to 3,416,000 yen for the same period in 19. The yen at current exchange is .4985.

CAUGHT IN THE NEWS NET

AMONG the large number of visiting buyers in the city during the current week, there is a fair representation of merchandising representatives covering the china, glassware, lamps and housefurnishings departments of stores throughout the country. W. Elliott of the W. G. Pettet Co., Oklahoma City; Herman Kline, of Watt & Shang, Lancaster, Pa.; and C. M. Fuller, of Greenleaf & Crosby Co., Jacksonville, are among the number who are greeting friends in the trade.

W. E. Pomeroy, of the H. C. Gray Co., left on his vacation Monday, and accompanied by Mrs. Pomeroy, will visit various points in New England.

E. Torlotting, the well known importer, who has been in Europe for several months consulting with his factories in France and Holland, is expected back the latter part of next week.

Eugene Blum, traveler for William G. Mueller, Inc., returns on Monday from his vacation, and will shortly leave on an extended trip through his territory in the interests of his firm.

Miss Minnie Walters, of the H. C. Gray Co., who has been spending her vacation at Lakeport, N. H., returned on Monday to resume her business duties.

C. W. Kerr, secretary of the Huntington Tumbler Co., Huntington, W. Va., was a visitor in the city this week, conferring with the H. C. Gray Co., the local factory representatives in the metropolitan district.

Tom Hall, of the Kitanning plant of the W. S. George Pottery Co., accompanied by Mrs. Hall, stopped off in the city for a few days last week, calling upon H. Benedikt, the factory representative in the New York district. After taking in the sights of the town, Mr. and Mrs. Hall, left for Atlantic City where they will spend the balance of their vacation.

Miss Grace Webster, secretary to H. Benedikt, the well known factory representative, left last Saturday on her vacation, which will include a visit to Niagra Falls, the St. Lawrence River, Quebec and other Canadian points of interest, returning by way of Lake Champlain and Lake George.

Miss M. C. Cole, china and glassware buyer for Gilmore Bros., Inc., Kalamazoo, Mich., Mr. Ellsworth head of the Ellsworth Store, So. Bend, Ind., and Joseph Moore of the Denver, D. G. Co., Denver Col., are late arrivals in the city.

W. F. Jantzen, president, Jantzen-Railsback Co., Los Angeles, Calif., and son, W. F. Jantzen, Jr., buyer of china, glassware, silverware and housefurnishings, are at present in the local market. On their way to the East, they stopped off to visit the East Liverpool and the Pittsburgh districts, also making trips to the silver and lamp factories at Meriden, Conn., and the potteries at Trenton. They are stopping at the Imperial and will return by way of the Great Lakes, Winnipeg and the Canadian Rockies, via Vancouver.

Albert Rehberger of the Saul Mfg. Co., recently returned on the *Reliance* from a ten weeks' trip to Europe. Mr. Rehberger reports that he had several good connections for his concern and that conditions in Germany were pretty bad. Mrs. Rehberger accompanied her husband.

Salesmen's Association Gains New Members

At a meeting of the Board of Management of the Pottery, Glass and Brass Salesmen's Association, held at the Crockery Board of Trade Rooms last Friday, four new members were elected: Carlton Hoffman, with the Rosenbaum Co., Pittsburgh; Kenneth S. McDowell, with Dobbs & Wey Co., Atlanta; Frank B. Carney, with Lazarus & Rosenfeld, and Bernard Lewis, with Herbert & Neuwirth Co., New York City. The death claim of Wm. H. Lum was also acted upon.

Exhibitors Report Fair Business at Merchandise Fair

While there are less exhibitors of crockery, glassware, lamps, and allied lines than last year, those who have taken booths at the Second National Merchandise Fair, July 23rd-August 3rd, report that business is fair. With a very large number of visiting buyers in attendance, a much larger business is looked forward to during the closing week.

Herbert & Neuwirth, Salesmen, Issue Challenge

The sales force of Herbert & Neuwirth Co., 25 West 23rd Street, have organized a snappy ball team and A. A. Graubard, the manager, is ready to cross bats with any team representing other houses, at the Salesmen's Outing, August 4th. The line-up: Greenspan, R. F.; Alperstein, L. F.; Graubard, S. S.; Sharpe, 1st B.; Lewis, 2nd B.; Moscovitz, 3rd B.; Goldberg, C.; Johnson, P.

Any team wishing to accept this challenge may communicate with Mr. Graubard, care Herbert & Neuwirth Co., or take up the matter with him at the outing.

Buyers In New York

JULY 26, 1923

E. B. Sual, housefurnishings and gifts, E. M. Scarborough & Sons, Austin, Texas, 120 West 32nd St., A. Fantl.

G. T. Wolcott, toys, Geo. T. Wolcott, Corning, N. Y., Bristol.

Frank H. Green, china and toys, Smith & Winter Dept. Store, Lock Haven, Pa., Somerset.

W. F. Jentzen, Jr., china, glassware and housefurnishings, Jentzen-Railback Co., Los Angeles, Calif., Imperial.

D. D. Gary, housefurnishings and china, I. Goldsmith & Sons, Memphis, Tenn., 352 4th Ave., Kirby, Block & Fisher.

J. A. Genert, housefurnishings, P. T. Legare, Ltd., Quebec, Canada, McAlpin.

H. M. Bruce, china, Geo. Innes & Co., Wichita, Kan., Somerset.

W. W. Lease, housefurnishings and china, P. Wiests Sons, Inc., York, Pa., New Grand Hotel.

G. M. Turner, housefurnishings, china and toys, Smith, Timothy Co., Boston, Mass., Prince George.

L. J. Klebau, toys, O. Klebau & Sons, Bridgeport, Conn., Cadillac.

T. R. Kidd, kitchen furnishings, R. A. M'Whirr Co., Fall River, Mass., 315 4th Ave., D. G. Alliance.

N. E. Ford, china, glass and lamps, John Key, housefurnishings, C. F. Wing Co., New Bedford, Mass., Pennsylvania.

C. T. Baker, toys, Poole D. G. Co., Springfield, Mass., Commodore.

Miss M. May, gifts and glassware, Dickson Ives Co., Orlando, Fla., Prince George.

R. F. Beckett, gifts, Anderson Newcomb Co., Huntington, W. Va., Vanderbilt.

C. M. Coulter, china, glass and gifts, Gilmore Bros., Kalamazoo, Mich., Vanderbilt.

R. Moore, housefurnishings, Emery, Bird, Thayer D. G. Co., Kansas City, Mo., 25 Madison Ave.

JULY 27, 1923

W. F. Jantzen, Jr., china, cut glass and housefurnishings, Jantzen-Railsback Co., Los Angeles, Calif., Imperial.

Geo. M. Zapf, china and glassware, Hochschild Kohn & Co., Baltimore, Md., 220 5th Ave., F. Atkins.

W. W. Taylor, housefurnishings, D. M. Read & Co., Bridgeport, Conn., 315 4th Ave., D. G. Alliance.

F. G. Brest, housefurnishings, J. N. Adam Co., Buffalo, N. Y., 16 West 39th St.

W. W. Wentworth, housefurnishings, Wm. Laubach & Sons, Easton, Pa., 41 Union Square.

Miss E. M. Rogers, toys, Tepper Bros., Elmira, N. Y., 32 West 25th St. (H. N. Des Marets).

Miss E. M. Wilkinson, art china and glassware, The Barton Co., Manchester, N. H., 1150 Broadway, care of F. Lilienthal Co.

Frank H. Wray, glassware and kitchenware, The Barton Co., Manchester, N. H., 1150 Broadway, care of F. Lilienthal Co.

L. A. Jannard, china and housefurnishings, Dupuis Freres, Ltd., Montreal, Canada, McAlpin.

Miss B. B. Yohe, toys and gifts, Artcraft Shop, New Kensington, Pa., Willard.

J. Sharwell, gifts, J. Sharwell, Orleans, Ind., Herald Square.

M. B. Hagedorn, housefurnishings, Tepper Bros., Selma, Ala., Ansonia.

F. P. Ford, toys, Scruggs, Vandervoort & Barney, St. Louis, Mo., 171 Madison Ave.

J. O. Simpkies, gifts, City Book Store, Clifton Forge, Va., Imperial.

Miss A. M. James, gifts, Madison Ave. Gift Shop, Lansdowne, Pa., 36 Union Square.

E. W. Becker, toys, Rudge & Guenzel Co., Lincoln, Neb., Prince George.

Mrs. W. A. Johum, gifts, Cherokee Gift Shop, Louisville, Ky., St. James.

S. B. Koffler, toys, M. Silverman & Sons, Philadelphia, Pa., 305 5th Ave.

A. Goldsmith, kitchenware, Royal Sales Co., Providence, R. I., Grand.

Mrs. W. Whitner, gifts, C. K. Whitner Co., Reading, Pa., 315 4th Ave., D. G. Alliance.

L. Frank, gifts, Meier & Frank, Portland, Ore., 212 5th Ave.

JULY 28, 1923

W. B. Stanton, housefurnishings, Stewart & Co., Baltimore, Md., 16 West 39th St.

G. H. Stein, gifts, Stein Bros. Co., Hastings, Neb., McAlpin.

C. B. Mitchell, lamps, Strawbridge & Clothier, Philadelphia, Pa., 230 5th Ave., Imperial.

Miss L. Schneider, lamp shades, Gilmore Bros., Kalamazoo, Mich., 1150 Broadway, F. Lilienthal & Co.

C. W. Roykouff, lamps, Hager & Bro., Lancaster, Pa., 315 4th Ave., D. G. Alliance.

C. C. Millington, toys, Sanger Bros., Dallas, Texas, 19 East 24th St.

W. E. Daugherty, lamp shades, N. B. Blackstone & Co., Los Angeles, Calif., 448 4th Ave.

E. B. Frank, toys, Hirschberg Co., McKeesport, Pa., Cumberland.

JULY 30, 1923

E. M. Luther, housefurnishings and glassware, B. Lowenstein Bros., Memphis, Tenn., 116 West 32nd St.

A. S. Marlowe, housefurnishings, L. Hart & Son Co., San Jose, Calif., 370 Seventh Ave.

JULY 31, 1923

Miss M. Miller, gifts, A. Polsky Co., Akron, Ohio, 352 Fourth Ave., care Kirby, Block & Fischer.

J. C. Morris, gifts and toys, J. C. Morris, Austin, Texas, Prince George.

S. Klugherz, gifts and toys, Klugherz, Inc., Lancaster, Pa., Pennsylvania.

A. R. Williams, toys, china and housefurnishings, L. Samler Inc., Lebanon, Pa., 1150 Broadway, F. Lilienthal & Co., Inc.

Miss F. W. Whitehead, gifts, Rudge & Gunzel, Lincoln, Neb. Prince George.

F. C. Day, housefurnishings, Sisson Bros. D. G. Co., Binghamton, N. Y., 23 East 26th St., Mdse. Reporting Co.

Mr. Phippis, gifts, Wm. Filenes Sons, Boston, Mass., 225 Fifth Ave.

R. M. Dean, toys, R. H. White Co., Boston, Mass., 432 Fourth Ave.

J. R. Perry, housefurnishings, toys, Wing & Bostwick, Corning, N. Y., Prince George.

Miss N. C. Lane, toys, J. Wilson Co., Greenfield, Mass., Prince George.

J. L. Lynch, housefurnishings, china and toys, J. Bacon & Sons Louisville, Ky., 23 East 26th St., Wm. T. Knott.

H. L. McMillan, housefurnishings, G. A. Maker, china, lamp and gifts, Bon Marche D. G. Co., Lowell, Mass., Commodore.

J. D. Kistler, housefurnishings, Scheids, Tamaqua, Penn., Pennsylvania.

W. P. Gotwolt, housefurnishings, china and toys, Lion D. G. Co., Toledo, O., 23 East 26th St., Wm. T. Knott.

W. M. Jamison, housefurnishings, Jamison H. F. Co., Trinidad, Colo., Pennsylvania.

Mrs. C. H. Newman, china and glassware, Miller & Rhoades Richmond, Va., 352 Fourth Ave., Kirby, Block & Fischer.

L. F. Whitmore, housefurnishings, Jas. McLean & Son York, Pa., 432 Fourth Ave.

AUGUST 1, 1923

E. B. McGinty, china and toys, Duluth Glass Block Store Duluth, Minn., McAlpin.

M. K. Weiles, gift shop mdse., A. Weiles & Co., Greenwood Miss., McAlpin.

H. A. Sweatt, gift shop mdse., G. C. Prince & Son, Inc., Lowell Mass., Breslin.

C. M. McCage, housefurnishings, Greenshields, Ltd., Montreal Canada, Commodore.

L. E. Eastman, kitchen furnishings, East Bros. & Bancroft Portland, Me., 315 Fourth Ave., D. G. Alliance.

F. C. Day, china and housefurnishings, Sisson Bros., Weldon Co., Binghamton, N. Y., 23 East 26th St., Mdse. Reporting Co.

J. M. McCarthy, china and housefurnishings, Loveman, Joseph & Loeb, Birmingham, Ala., 120 West 32nd St., care A. Fantl.

Miss E. Anderson, glassware, Miss K. Lugrin, toys, S. M. Averill, lamps, Jordan Marsh Co., Boston, Mass., 432 Fourth Ave.

L. A. Beck, lamps, Higbee Co., Cleveland, Ohio, 240 Madison Ave.

J. D. Leach, gifts, Zenner Bradshaw Co., Huntington, W. Va., 105 Grand St.

W. W. Bechtold, toys, T. M. Garvin Co., Lancaster, Pa., 1 West 30th St., Ben F. Levis, Imperial.

H. E. Kline, china, glassware and housefurnishings, Watt & Shand, Lancaster, Pa., 432 Fourth Ave., care D. G. Union.

R. H. Yarwood, china, glass and housefurnishings, Hager Bro., Lancaster, Pa., 315 Fourth Ave., care D. G. Alliance.

S. J. Nealis, toys and housefurnishings, Gamble Desmond Co., New Haven, Conn., 432 Fourth Ave., care D. G. Union.

C. P. Jones, china, glassware and lamps, Geo. J. Miller & Co., Scranton, Pa., McAlpin.

Business Briefs

Kennedy Bros., Dodge City, Kan., have opened a new china and glassware store and will also conduct a comprehensive department of house wares.



WHAT THE POTTERIES ARE DOING



BUYERS when visiting the local market frequently ask why ware seems so scarce. The answer is simple when one stops to consider the situation as t existed in the generalware industry during the last ine months. When a strike in the trade became evident ast August, buyers rushed into the market and every- hing " on the floor " or in the bins was ordered. While he strike continued, the demand for merchandise was as risk as ever, and as a result manufacturers cleaned out ven stocks of discontinued items, for which no previous lemand existed. Then when the strike ended and plants esumed operation, there was little if any ware available or immediate shipment.

In the meantime, manufacturers continued to receive rders, and as soon as shops went back to work again, tocks were made for immediate shipment, and with othing in the warehouses to draw from. Any former ccumulation had been sold. It has taken a long time to et warehouse stocks back to normal again, and in a umber of instances such stocks are still low. So today, vith the demand for merchandise just as heavy as ever, ne manufacturers have not been able to accumulate uch, if any, surplus. This is the reason in a nutshell hy domestic pottery stocks are low at the factories.

Shortage of seven-inch plates and teas is just as acute s ever. There never was a surplus of these items, and anufacturers declare there never will be. These staple ems are in heavier demand than any others, and the emand will continue. Scarcity of plates and teas at mes is the cause of orders being delayed in shipment.

J. W. Mackey, sales manager for the Smith, hillips China Co., has started out on his usual sum- er trip, carrying a complete line of all current patterns, nd showing advance decorations for 1924 delivery.

According to news received here, a movement has en launched at Bath, Maine, by George B. Wetherbee, establish a pottery there. It has been pointed out that number of raw materials necessary for the manufac- ring of generalware are to be found in that locality.

Pottery manufacturers here have been advised that e Interstate Commerce Commission has ordered a ven-cent cut in freight rates on pottery and clay prod- ts from Red Wing, Minn., to Northern Pacific Coast ints. The reduction was from 35 to 28c. per cwt.

It now seems certain that the United States Potters' ssociation will have a special meeting this summer, but at it will be held in East Liverpool seems assured. The w quarters of the Potters' Club at Fourth and Market Streets here will be ready for occupancy probably within a month. This work completed, then Secretary Charles F. Goodwin of the United States Potters' Association, will send out notices calling the special summer gathering. It has been proposed that the visiting members be entertained at the East Liverpool Country Club, while here, and the brief business sessions will be held in the new headquarters of the Association. The present headquarters of the Association here will be occupied by the American Legion, when the former vacates.

Charles L. Sebring, of the Sebring Pottery Co., of Sebring, O., has returned to his desk from Cleveland, where he spent several days on business.

" Just here looking up business now on file," declared Mr. Van Deman, with Butler Bros.' New York office, during his visit to the market a few days ago.

W. R. Renouff, of East Liverpool, sales manager for the Niloak Pottery Co., of Benton, Ark., is spending several weeks at the factory office, after making a trip through the northwest territory.

Joe W. Moses, of New Orleans, La., one of the largest jobbers in the South, spent several days in the local market last week, looking up back orders and also anticipating future requirements. This was the first visit of Mr. Moses to the district since January.

Mr. Dubendorf, dinnerware buyer for Merrill, Greer & Chapman, St. Paul, Minn., and M. Shamp, of the Shamp Co., Watertown, Conn., were also late buyers in the local market.

Joseph C. Davis, with the sales department of the Knowles, Taylor & Knowles Co., who has been spending a season at Battle Creek, Mich., for the benefit of his health, is greatly improved, according to late word received from there. Several years ago Mr. Davis suffered an attack of the flue, and he has not been in robust health since.

It is rather gratifying to pottery manufacturers here to learn through official channels that railroad loss and damage claims were cut in half during 1922, through the combined efforts of shippers, their packers and the handling of shipments by the carriers. Only recently the pottery trade was complimented upon for its better packing program, and which shows that loss and damage claims have been greatly reduced in this trade.

Reports have been received here of the appointment at Santa Clara, Calif., of a receiver for the Homer

(*Continued on page* 30)



GLASS FACTORY ACTIVITIES



WITH possible other conferences being held here between glass manufacturers and representatives of the American Flint Glass Workers' Union, for the purpose of continuing wage conference discussions, the results of the Atlantic City conference which has adjourned shows that slight advances have been granted by manufacturers to some departments.

Increased wages have been agreed to in the Paste Mould and Iron Mould departments, while the Bulb scale remains as formerly. The Chimney department sought an advance of 50 per cent., and this contention will be the subject of continued debate. Manufacturers admit that the conditions in the chimney trade will not permit any such increase in this wage scale at this time. Just what effect the changes in the wage scale will have on the selling list cannot be learned at this time, or whether any advance in the list will follow.

The capacity of the Macbeth-Evans plant at Marion, Ind., has been greatly increased by the company spending upwards of $200,000 for factory extensions. Operations have been resumed in this plant, with 100 people being employed immediately. This force is to be increased to 250 ere long. An additional tank has been placed in operation in this plant.

Representatives of the manufacturers of glass containers met at Washington, Pa., a few days ago, when research work was the principal topic discussed. Among those taking part in the conference were J. V. Jennings, general manager of the Glass Containers' Association of America; Karl Ford, Fellow of the Glass Containers' Association; H. G. Flint, head of the research department of the Hazel-Atlas Glass Co.; C. J. Root of the Root Glass Co., and Grant G. Oliver of Wheeling, chairman of the research committee, and in charge of the principal activities in the United States and Canada for the General Food Containers' Association.

All of the glass factories in the Millville, N. J., district closed Saturday of last week for the usual summer holiday. About 3,500 men and boys are affected.

The plant of the Atlantic Bottle Co., at Tarentum, Pa., which shop has been idle for several weeks, has resumed. This company is erecting an additional shop on the site of the former Tarentum Glass Co.

The United States Glass Co. this week reported an unusual demand for its new measuring cup, an item just recently placed on the market. The cup has been so designed and correctly graduated, so that the user can measure up to one pint, four cups or 32 ounces. The item is sufficiently large enough to use for mixing purposes, and this gives it an added value to the housewife. A sample of the item is now to be seen in all resident sample rooms.

Department store managers report a rather fair summer demand for glassware, so far as the general line is concerned, while the demand for containers is equal to the sales of former years, if not a little ahead on some items. Some glass department store buyers say shipments are rather prompt from a few factories, and rather tardy from others, the latter being due to heavy factory orders.

The portable line is said to be in very excellent reques for fall delivery, and orders for fall and holiday delivery are now being received by the factories in this district in quite heavy volume. Those factories making floor lamp are also active, and sales departments advise that road men are forwarding some excellent orders. Quite a few of the department store buyers are anticipating futur requirements in a rather liberal way, judging by the siz of some of the specifications received within the last tw weeks, calling for October and November delivery.

It is reasonable to believe that more manufacturers wi have lines on display at the Ft. Pitt Hotel here nex January, than ever before. Here and there inquiry i heard about intent of firms "getting in" who have no been in the habit of displaying here during January, an all such concerns have been referred to the secretary o the new association having reservations in charge. Th jobbing interests will in the main be located at th William Penn and other hotels.

Remodeling of the former plant of the Gill Bros.' gla factory at Steubenville, O., began this wek. One sectio of the old plant has been taken over by the Standard C Co., as exclusively reported in the JOURNAL four weel ago, while the Amicon Fruit Co., of Columbus, O., h taken another section. The Gill Company hereafter w confine all its activities to its plant at Toronto, where fa tory extensions have recently been completed.

The New Glass Wage Scale

At the conference between manufacturers and repr sentatives of the American Flint Glass Workers' Unic held at Atlantic City, agreement has been reached to

tore the wage scale of 1920-21, which means an increase of about 11 per cent in the Paste Mould department, in increase of about 13 per cent. in the Table and Blown department, an increase of about 15½ per cent. in the Punch Tumbler and Stemware divisions, and an increase in wages of about 11 per cent in the Iron Mould division. The Castor Place department appointed a committee to make a survey of the conditions in this branch of the industry and to report their findings to the joint committee. The Electric Bulb department adjourned without reaching an agreement.

Business Can Maintain High Level, Says Vanderlip

The United States should continue prosperous even without heavy buying of her products by Europe, according to Frank A. Vanderlip, who was quoted by Dow, Jones & Co., as saying that the wholesomeness of the business and banking situations in the United States today is unprecedented.

Labor is more efficient than ever; in most industries labor is giving a greater day's work; wages are high and undoubtedly will remain high; we have a 100 per cent purchasing power and production is going ahead at a high level.

To be sure, recently there was a slight slowing up—which must be viewed favorably—and it is safe to say that this conservatism, for conservatism it was, prevented industry from being accelerated at too rapid a pace. This conservative attitude on the part of business only means that our evident prosperity will be prolonged.

I firmly believe that, despite the small outlet to foreign countries of our enormous production, the United States can within itself continue a prosperous nation. The recent improvement in industrial conditions bespeaks this fact. Within the last month business has been unusually active and, more important, with all this huge production there has not been any speculative purchasing of commodities and overbuying of stocks of materials and goods.

The country is not, to my mind, facing any spirited business boom, but there will be, perhaps, steady orderly activity in all industrial pursuits. The wealth of the country emphasizes the fact that America herself can enjoy exceptional prosperity, notwithstanding what is going on in Europe. Not only is labor more efficient, but modernized methods of manufacture and agriculture tell of the business strides this country enjoys.

Despite all the industrial activity, the potential credit expanding power of the country has not been touched. The banks are in a position to meet still larger credit demands, as they are now holding several billion dollars worth of investment securities.

Mr. Vanderlip said he was not so optimistic over the foreign situation and expressed doubt that France would yield at present in the controversy growing out of the Ruhr situation, but, he said: we here in America can certainly continue to go ahead considering our enormous wealth, if other Europeans can get along.

McClurkan Store Opens New Home

The new home of the W. B. McClurkan Co., Wichita Falls, Tex., which has recently been opened, is one of the finest in the State.

The store was located for 16 years in the heart of the business section of the city. As it grew, more room was needed and the owners began looking for a new site on which to erect a building. It was decided to build in a section of the city that has of late forged to the front as the coming business section. In fact, it already is looked upon as the chief business section.

The new building covers a plot 50 by 150 ft., and is two stories high. It is constructed of a golden colored brick, and is of fireproof construction throughout. There are two large entrances, one located on each street that the building faces.

There is an abundance of window display space. Eight large windows are located on one street and two on the other. Altogether there are 175 linear feet of display windows. Above the display windows there are small windows measuring 4½ by 9 ft., that admit light into the store.

The concern was started sixteen years ago by W. B. McClurkan who has conducted a store at Denton, Tex., for the past twenty-five years. The present officers are Marvin Smith, president; Earnest R. Fain, treasurer, and Lamar D. Fain, secretary and assistant manager.





Indian Tree Pattern

YOU will find it easy to increase your china ware sales, if you carry Syracuse China. This fine American made china is winning a steadily increasing popularity because of its beauty, durability and sensible price.

Point out these facts to your customers—that Syracuse China is of such excellent quality that it will not easily break. It resists the nicks and cracks that so soon spoil ordinary china.

As every pattern is carried in open stock, your customers can order additional pieces from you at any time. This is a service they will appreciate.

Write us for further information.

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Twenty-third Street and Fifth Avenue, New York

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McKee Glass Co.

"GLASBAKE" Cooking Ware, Pressed Tableware, Soda Fountain Glassware, Beverage Dispensers, Hotel and Restaurant Glassware, Stationers' Glassware, Lead and Lime Blanks for cutting, Cut Glass, Automobile Lenses. NEW NOVELTIES IN COLORED WARE.

D. C. Jenkins Glass Co.

Fish Globes, Lantern Globes, Tablet Jars, Display Jars, Percolator Tops, Sanitary Mixing Bowls, Pressed Tank Tableware, Tumblers and Sodas.

Mound City Glass Co.

Complete line of LIME BLOWN Tank Stemware, Tumblers, Jugs, Vases and Night Sets—plain, optic and NEEDLE ETCHED.

"THREE BIG WINNERS"

NEW SNAPPY UP-TO-DATE MERCHANDISE

Inspection of samples well worth while

BOSTON NEWS NOTES

By

R. B. Hemenway, Representative

BOSTON OFFICE
98
MAY STREET
NEEDHAM
MASSACHUSETTS

AS the month of August is their largest of the year in the dinnerware line, Mitchell, Woodbury Co. salesmen are preparing for their annual August rive. It is expected to run well above the figures of ther years this time. The bulk of the business received uring the summer has been from hotels, while a conderable volume has been received also from the depart-ıent store trade. Colored glassware continues to sell well ıroughout New England territory. Between eight and ən salesmen will "hop off" on August 1, for the start f the dinnerware campaign. This number will be inreased considerably as those who are starting on their acations return.

Miss Catherine G. McMahon, who is assistant to tobert W. Corey, at his headquarters in Young's Hoel, has just returned from a two weeks' vacation at Onset n Cape Cod. Miss McMahon did not look a single iece of crockery or glass in the face during the entire wo weeks except at meal time, being too much occupied ı swimming, boating and accumulating a fine coat of ən.

Mr. Corey describes business as being in a kind of dead-man's-float," moving, but more through the inuence of the general tide of things than through any fforts which salesmen can make toward effecting a imulation. Mr. Corey says also that there would be lenty doing in crockery if deliveries could be secured. here are plenty of orders but it is difficult to get them lled. Since the strike last fall, this condition has exted. One of the chief contributory causes is the fact ıat it has been far from easy to obtain competent decoıtors for work on borders and other decorations.

A visitor to Boston during the week just past was arry Smallwood, who represents the Bryce Brothers o. in the Middle West. Mr. Smallwood and a party of iends were spending their vacations in motoring ıroughout the East. They went as far north as Portsouth, N. H., where they stopped for several days at the otel Wentworth.

Joseph F. Galligan, the newly appointed assistant buyer the crockery and dinnerware department of the Jorən Marsh Co., who was recently married to Miss Anna ellody of Montvale, East Woburn, was the recipient a splendid wedding gift from employes in the china ıd glassware departments. Mrs. Galligan, who formerly orked in the store for several years, is very popular with e "fellow workers" as Jordan Marsh people are called.

Andrew Cunningham, sales manager for the Libby Cut Glass Co., Toledo, O., came over from New York last Sunday for the purpose of renewing his acquaintances in the trade and to visit some of his old friends. Mr. Cunningham returned to Manhattan on Monday evening.

Many passers-by are daily attracted by the beautiful display in the window of Wax Bros., Temple Place florists. In addition to the customary display of flowers and shrubs, there are being exhibited a collection of the new Awaji ware imported from Japan and also some of a new type of Bavarian ware. The pieces are jars and containers of various kinds in which to keep bouquets or potted plants. The Awaji ware in particular has a distinct appeal. It is black and reflects in its ebony-colored surface a myriad of colors from the roses and chrysanthemums in the same window.

C. D. Smith of the firm of Smith, Patterson Co. left last Friday for Munsonville, N. H., where he will spend two weeks' vacation. Mr. Smith has a summer camp at Munsonville where he has been going for a number of years.

J. Joseph Snyder of the Jones, McDuffee & Stratton sales department left on Friday, August 3, for a two weeks' vacation. His itinerary will include a trip to Washington, D. C., after which he will go to New Jersey to visit his father. Mr. Snyder will be in New York on the 18th for the purpose of assisting in the opening up of the company's exhibit at the McAlpin Hotel. Mr. Snyder will work in conjunction in the proposition with James P. Gordon, Jones, McDuffee & Stratton's regular New York representative. A cordial invitation to the New York trade is extended to visit the exhibit which will be located in Room 363. Mr. Snyder will remain in New York for three weeks before returning to Boston.

Sales Manager Wallace of the Morandi-Proctor Co. is one of the busiest men in the crockery and glassware trade in Boston. Besides attending to the regular office details, he finds time each week to go over the ground with one or two local salesmen. As the Morandi-Proctor firm is primarily a kitchen goods house, most of the force is not entirely devoted to the sale of crcokery and glassware. Last week Mr. Proctor spent three days in Western Massachusetts with one of his representatives, during which he visited the cities of Springfield, Pittsfield, Northampton and Holyoke.

What's New in the Market?

Here are a Few Answers to This Question to Post Buyers on New Offerings

New Shape and Decorations Add to Canonsburg Fame

While the graceful low shapes continue to hold their well deserved popularity, the new Clarmont shape introduced this year by the Canonsburg Pottery Co., and displayed at the newly decorated salesroom of the company's eastern representative, H. Benedikt, 7 West 22nd Street, is one of the interesting features of the American dinnerware market. This is a high shape, broadly classified as Colonial and suggestive of the artistic simplicity which makes the pottery of the classical Greeks so appealing and satisfying. The Clarmont is a well proportioned urn shape, with an ornamental knob and with pierced side handles. Upon this unusually graceful and distinctive shape, the wide selection of patterns are well displayed. Particularly effective is a wide border of 1¼ inches depth, consisting of an outlined floral design in cream on a light blue ground. This border is broken up at intervals with insert panels, comprising a pheasant on a flowering branch, with a large center decoration in the form of the colorful Indian tree. Also employing a similar motif, but in an entirely different design and coloring, is a deep border in red, blue, yellow and green, with touches of lavender. The center decoration is relatively small and in strong colors, making a very gay but refined dinnerware decoration. Quite different from these appealing numbers is an irregular border pattern in the scroll effect. This consists of the horn of plenty and baskets of flowers in lavender, with red, blue and yellow flowers. Likewise on the scroll order is a medium width pattern in light brown with small medallions containing pink and blue flowers. Another appealing decoration is a floral border in red, yellow, green and lavender, framed in narrow blue lines and with blue edge band, blue striped ornamental knob and pierced side handles.

Mueller Featuring Strong China Lines

Conspicuous among the imported lines of china dinnerware is the famous ware of Heinrich & Co., exclusively represented in this country by William G. Mueller, Inc., 49-51 West 23rd Street. The display of this Bavarian china is unusually complete, with a choice of a variety of graceful shapes and a selection of a wide variety of patterns, which have been especially designed to enhance the table service of the American home. The showing of gold banded and gold encrusted treatments is a noteworthy one and includes narrow borders in plain chased gold and with gold overlaid with black. Among the latter is a charming narrow gold border, combined with an artistic chain motif in black. Another narrow border treatment makes effective use of the Greek key border in black combined with gold. Very rich and refined is a gold encrustation of medium width, combined with medallions and inserts containing small pink rosebuds and blue flowers. Another original decoration employs a wavy, figured green line ⅛ inch width on a back round of burnished gold, surrounded with black hair lines. This forms a real novelty and the effect is as rich as it is appealing. The selection of border patterns in narrow and medium widths and in a comprehensive choice of designs and colors is one of the features of the market. In medium width is a charming pattern in brown with green leaf motif, with an inside festoon of leaves outlined in light brown. In inexpensive short sets several new decorations are now on view. One treatment consisting of small red and blue flowers in the form of panels is decidedly original, while a pattern of pink roses, combined with blue flowers and a gold paneled number, are all unusually attractive, despite the low prices. In cereal sets, several new decorations have recently been received. The patterns in narrow blue borders combined with festoons of flowers, forms with the fine china body, a decidedly appealing combination at most interesting prices.

Owen China Co's Dinnerware Displayed By H. C. Gray

Having recently acquired the dinnerware line of the Owen China Co., the H. C. Gray Co., Fifth Avenue Building, are displaying a number of attractive patterns on the low and graceful Minerva shape. One decoration of ⅝-inch width is of the geometrical order, in blue, red and green on a cream ground, the lines of the border being nicely balanced by insets of pink roses. In another pattern of medium narrow width the scroll motif has been attractively employed. This is in blue with festoons of pink roses, handles striped with gold and gold edge bands. The scroll is also used to form a very narrow border treatment; the figures in rich cobalt blue and yellow combined with small pink roses. Among other patterns a very charming blue border is combined with medallions containing small sprays of pink roses. The latter number while good looking is attractively priced.

THE CHICAGO MARKET

By

J. H. Smythe, Representative

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

BURLEY & COMPANY'S July sales featured the retailing of china and glassware in Chicago last week. In Burley's July sales customers can al- s find timely merchandise, priced low for quick dis- il. The event, coming after the mid-year inventory, ides many short and discontinued lines offered at es that attract wide interest. Among the specials last k were crystal salad plates, handsomely decorated for 85 per dozen; Italian Majolica Ware in vases, bas- , bowls, candlesticks and bonbon dishes were quoted nty per cent lower. Venice Glass in a wide collection Burley importations was included in the sale at sub- tial reductions.

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he Chicago Merchandise Fair was opened early this k and will remain the principal buying event for the ing ten days. The Fair, which is held at the Coliseum use of its size, will continue until August 11th. More 250 manufacturers have opened booths for display- their wares. The merchandise shown at the Fair in- es everything sold in department stores, well repre- ed with housefurnishings, toys, china, and novelty s. Among the exhibitors are Berghoff Importing housefurnishings and toys, Anning & Moler, house- ishings, Arlington Toy Co., Chicago Art Goods p, Camden India Novelty Co. and Hugo Epstein, toys housefurnishing manufacturers.

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he wholesale distribution of china and glassware in near Chicago, as reported by traveling men, was fair during the past week, most merchants report- that they expect to commence replenishing their ks in August.

. M. Meder, manufacturers' representative, Shops ding, reports unusual interest on the part of buyers new line of lustre tea sets, iced tea sets and lem- le sets, which he is offering the trade. The tea sets ist of twnty-three pieces and come in tan, blue, green, and pearl lustre, decorated with black lines. Deco- d salad and grape fruit glass plates are also a fast ing summer special, according to Mr. Meder. The e sets and the glass plates are decorated in Chicago cially for Mr. Meder's trade.

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he capital stock of the Hi-Art Lamp Shade Co. has increased from $5,000 to $25,000, according to re- from Secretary of State of Illinois.

---

he General Furniture Co. has secured a lease for ears on a three story and basement building at 9133 mercial Ave., occupied at the present time by Spie- gel's House Furnishings Company. The building will be used temporarily as a warehouse and delivery depot for the General Furniture Co., although it is planned to erect a new structure on the site in the near future.

The Manufacturers & Importers Association opened their semi-annual Chicago Exhibit at the Palmer House on Monday of this week. The event will continue until August 4th. This exhibit is usually a good drawing card for the variety store merchants and everything from pins to glassware is exhibited. A number of glass and china houses will maintain displays during the week and a few of the novelty and art goods concerns are also represented. The event has been considered for many years an important one for the small town general merchants and the variety goods store proprietors.

Apparently in competition with the Dawn-to-Darkness cross country aviator, I. E. Mincks, secretary of the Albright China Co., accompanied by J. I. Lore, treasurer of the same concern, left Chicago at 6 a. m. one day last week and drove to Carrollton, O., in a single day, a distance of 500 miles. The official time of arrival was set at 11:30 p. m.

The McAnulty Co., 17 N. Wabash Avenue, has secured the sales agency for the Thorou Rug Cleanser, a newly invented device for cleaning the embedded dirt from rugs and carpets, by means of a brush and cleaning compound all attached to a handle and operated similar to a vacuum cleaner.

The Shirley Studios is completing a new line of book ends and novelties for decorative purposes, which the makers claim will be an innovation in art goods. The samples will be shown for the first time at the Gift, Art Wares & Novelties exhibit at the Palmer House, beginning August 5th.

Walter Redfield, Chicago representative for Heisey glassware, and Mrs. Redfield returned last week from an extensive automobile trip through the west.

H. P. Keeler Company, makers of china novelties, with general sales office in Chicago, have recently completed a kiln at Xenia, O., for the production of the "Movie Pig," a novel item with china body. The novelty is also being made for this company at Chesterton, Ind.

A. O. C. Ahrendts, president of the Atlas China Company located at Niles, Ohio, was in Chicago recently visiting the Semi-Annual Furniture Market.

(*Continued on page* 30)

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS

THE PALMER HOUSE

invites you to inspect the following lines.



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W. T. Darden, Mgr. Sales.
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Represented in the Middlewest and West by J. E. Boring
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Potters Co-operative Co., Room 684
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KAY BEE CHINA WORKS

Manufacturers
High Grade China
CHICAGO ILLINOIS

WALTER B. ANDREWS
30 East Randolph Street
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Room No. 405

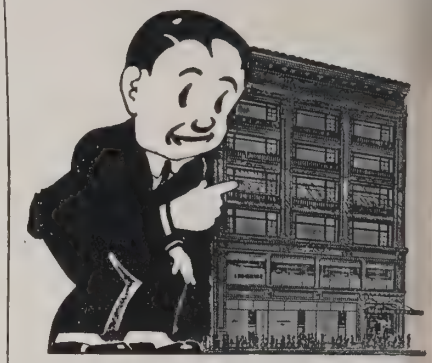
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This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

FRENCH CHINA CO.
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A few words in this space will bring in many dollars
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17 N. Wabash Ave.

Buyers are urged to inspect these lines

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Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

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Representing McKee Glass Co.; Eagle Mfg. Co.; Indiana Glass Co.; Lippincott Glass Co.; N. Northwood Co.; Mound City Glass Co.; D. C. Jenkins Glass Co., and Geo. R. West & Sons.

THE McANULTY CO.
Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

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LEWIS H. SIMPSON & CO.
Representing Athens Glass Co., Fenton Art Glass Co., Huntington Tumbler Co., New Martinsville Glass Mfg. Co., and H. R. Wyllie China Co.

Note—Concerns wishing to secure space in this building for display purposes should apply to
ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589



CHICAGO

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BUYERS OF
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS
GIFT SHOP & ART GOODS-DOLLS & TOYS

222 N. STATE

House Phone Central 0480

A Buying Center for China, Glass, Housefurnishings and Toys

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9 N-WABASH AVE

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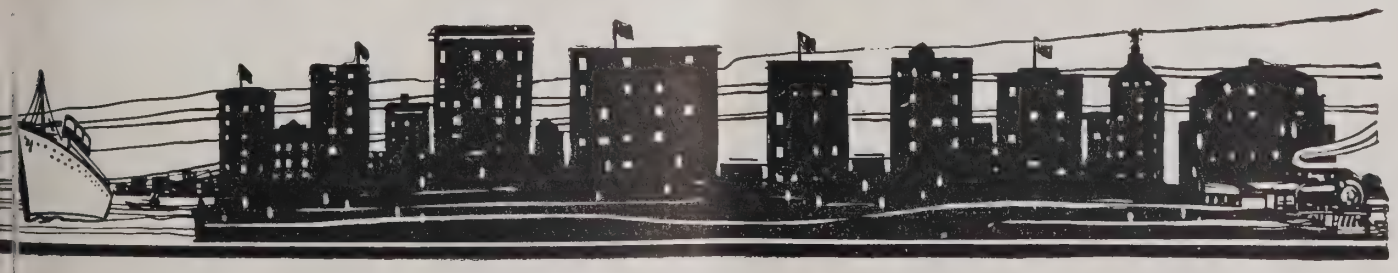
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Wood Art Co.
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Burke Studios
Phone Central 1606

Earl W. Newton & Associates

GLASSWARE
Imperial Glass Co.
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Marion Glass Mfg. Co.
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DINNERWARE
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HOUSE FURNISHINGS
Sauquoit Toilet Paper Co.
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Schlueter Mfg. Co.
American Woodenware Co.
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Importer of Chinese Goods
Art Goods, Pottery, Novelties
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9 N-WABASH AVE



WANTED

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WANTED—Salesmen in all parts of the United States, Canada and Cuba who have sufficient capital to act as jobbers carrying and collecting their own accounts to sell direct to the trade our Live Line of Light Cut Glass, Tableware and Specialties. We will ship in your name direct to your customer allowing you a liberal discount. Give financial references, territory covered (and how often) and lines now represented in first letter. Box 268, care Crockery and Glass Journal.

A well established Dinnerware Pottery wants Sales Manager who is experienced and successful in organizing and managing a national sales force calling on the small general stores as well as the larger trade. In reply mention age and salary expected, also how employed at the present time. All correspondence strictly confidential. Box 271 care CROCKERY AND GLASS JOURNAL.

WANTED—Commission salesmen to sell popular priced cut and decorated line. State territory and mention other lines you carry. Box 269, care CROCKERY AND GLASS JOURNAL.

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all COLORS. Private Moulds Worked.

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New York Office: 290 Broadway.

The Chicago Market

(*Continued from page 27*)

W. L. Gerald, Chicago representative for the Sebring Pottery Co. who has been displaying his wares at the Chicago Furniture Show for the past three weeks, expressed much satisfaction with the attendance of buyers and the orders placed at the semi-annual Chicago showing of furniture.

The entertainment committee of the Gift, Art Wares & Novelties Association held a meeting recently to plan a reception for the buyers who are expected to attend the Second Annual Gift Show at the Palmer House, Chicago, August 5 to 12.

What the Potteries Are Doing

(*Continued from page 21*)

Knowles Pottery Co. Details have not reached the East, although with the first report it was said that the plant may be placed in operation again within 90 days.

Thomas A. Anderson, general manager of the Pope-Gosser plant at Coshocton, O., after spending several days with relatives here, has returned to the plant.

It was with considerable regret that the trade here learned of the death at Newark, N. J., recently of Phillip H. Cullis, former East Liverpool salesman for the Merycord Decalcomania Co., of New York and Chicago. He removed from Chester, W. Va., in 1917 to the East, where he was given greater territory.

OBITUARY

John C. Paul

Following an illness that extended over a long period, John C. Paul, aged 45 years, for the last sixteen years sales manager for the West End Pottery Co., of East Liverpool, O., died at sanitarium, Cambridge Springs, Pa., Wednesday, July 25. He had been at Cambridge Springs but three weeks.

The body was removed to East Liverpool for burial. Mr. Paul is survived by his widow and six children and two sisters. He was a member of the Methodist Episcopal church, East Liverpool; Lodge No. 379, Odd Fellows, and of the Elks. He was well known among the trade, and last January was in charge of the exhibit of this firm at the Ft. Pitt exposition.

Three M's Stimulate Rural Buying

(*Continued from page 16*)

contraptions in electrical fixtures and still stick to the old-fashioned oil stove. There are, in addition, certain things the farmer and the old-fashioned housewife insist upon. The iron skillet is still demanded in some communities. We sell it. Some farmers still demand special types of old farm implements. We sell them. But there are some things that have almost entirely passed out of usage. One of these is the wooden washtub.

Keeping a middle road between the extremes of the untried new and the outlived old is our job. That means good business to us. Because of this we may in a large measure be responsible for the conservative tendencies of that portion of the population called the backbone of the nation. Yet conservatism of this kind doesn't mean lack of progress. The day is past when the farmer coming to town can be recognized as a man of the soil by the outlandish costume he wears. Today he buys the same kind of clothes as does his brother in the city. He has been educated to wearing them and we have kept pace with him. That is true of everything he buys.

AUTOMOBILE A NECESSITY

One fallacy I should like to point out in connection with the farmer. Time and again I meet people who insist that in spite of what the farmer says about his money losses he is prosperous. They point to the fact that nine farmers out of ten own automobiles. Let me say that the ownership of an automobile is no indication of prosperity. The farmer, by virtue of his vocation, needs some kind of vehicle to take him to market. In the past it was the horse and wagon, today it is the automobile. That is no a mark of prosperity, but only a mark of progress.

We study two things in determining the prosperity of the farmers. One is the index figure of the ten principal grains, and the other is the index figure of the cost of living. If the price he gets for his bushels of wheat i

ESTABLISHED 1869

VITRIFIABLE COLORS
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50 Murray Street, New York Potters Savings & Loan Building, East Liverpool, O.

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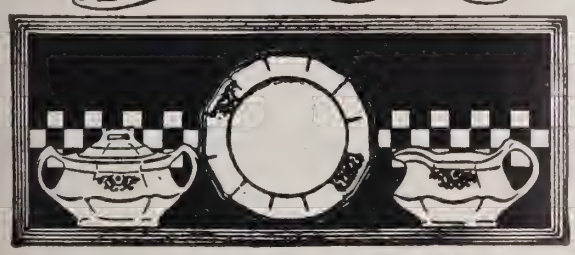
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high and the cost of living low, then he is prosperous; if he sells his bushels of wheat for a pittance and the cost of living is high, then he is bound to have a hard winter, his ownership of a car notwithstanding.

People fail to take one important factor into consideration. Compared with other commodities that the farmer needs, the automobile has gone up least in price in the last ten years. Today a farmer can buy a Ford for $350. The lowest prewar price was $325. The increase is less than 10 per cent. Clothes are almost double in price, yet nobody considers a man prosperous because he buys a suit of clothes. The same is true of house furnishings and other things.

There is a gauge to the state of the farmer's prosperity, and that is the amount of farm machinery and equipment he buys. We have discovered that in the seasons when his crops bring a good price he goes in strongly for improvements and replacements, and when the years are bad he manages to patch up the old farm implements and gets along as best he can. Some idea of the difference in cost in farm machinery from prewar days to the present can be gained from figures quoted by the Moline Plow Company.

In 1913 four important farm implements cost $441. In 1922 these same four implements cost $874. In terms of grain the farmer could buy these implements in 1913 for 716 bushels of corn. In 1922 it cost him 2,027 bushels of corn. The farmer has not been prosperous during the past three years, whatever people say to the contrary. He has had to muddle along with his old tools. He has kept his purchases down to the necessities of life, and of these the automobile is one.

Artificial Flowers Assessed at 90 Per Cent

Instructions were issued to the Collector of Customs at New York by Assistant Secretary of the Treasury Moss to assess duty on imported artificial flowers at the rate of 90 per cent ad valorem. These instructions were issued as a result of the failure of the Attorney General to rule on the Treasury proposal to reclassify such imports as dutiable at the rate of 60 per cent ad valorem.

New York Directory

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Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
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"The Dinnerware House of America."

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MORIMURA BROS., *53-57 West 23d St.*
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CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., *Fredk. Skelton, Representative, 200 Fifth Ave.*
Colored and Iridescent Glassware.

ECONOMY TUMBLER CO., *Morgantown, W. Va. Cox & Co., Representatives, 120 Fifth Ave.*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

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Lighting glassware, glass specialties.

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WESTON GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

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Pressed and blown glassware.

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AS THE EDITOR SEES IT

THE BUSINESS PROSPECT

IT may seem a far cry from the Ruhr to Fifth Avenue and Broadway, yet there is scarcely a doubt but that the almost hopeless condition of Germany, has resulted in a wave of pessimism which is sweeping Europe and this disquietude has slightly affected business in this country. With the business net so closely drawn about the nations of the world today, it is impossible to preserve a state of isolation unless we discontinue transacting business with the rest of the world. Thus, the impending financial crash in Germany which now seems inevitable, is viewed with great anxiety in England and in France, for should this calamity occur, the question of reparations will not only be greatly reduced, but will also postpone the period of any payment which Germany may be able to make. And this putting off indefinitely, Germany's payment, will likewise hold up the financial plans of England and France.

IN contrast to this gloomy view in Europe, the business reaction now indicated by the irregular movements in the leading markets of trade, as well as in the industrial and manufacturing situations during the current week, may be regarded as largely seasonal. While it is true that European difficulties has affected the nation's business slightly, it is not a leading factor. The business and trade situation is today noticeably spotty, with all manufacturing more quiet, with mail-order trade and general retail trade in a much stronger condition than last year.

WITH some economists forecasting a period of increasing trade solely on the strength of the car loadings, we cannot entirely agree. It is true that freight car loadings have reached the highest known records during the week of July 21, with a total of 1,028,927 cars. During the weeks containing holidays, million-car loadings have been maintained consistently for the past nine weeks. This is a remarkable record but we do not believe it should be taken as evidence of the future. Neither do we interpret it to mean a great increase in new business. But there is good reason to regard car movements as indicating recent prosperity.

ANOTHER point in the economic condition of business with which we cannot wholly agree, is the importance which the decline of wheat is supposed to play. Wheat is, to be sure, a very important commodity, and while the wheat farmers are undoubtedly hard hit by the fall, wheat is but one of many products of the soil and not all farmers raise wheat. Wheat is important but so is the production of eggs. Yet eggs are to many regarded as only a side line on the nation's farms. Let us look at some figures to show how important eggs are. In the year 1922 the total value of poultry products in the United States was $884,000,000, which exceeds by more than $19,000,000 the total value of the 1922 American wheat crop. Wheat is important and so is corn and so are eggs.

THE recent wage increase in the glass industry has caused some concern but we do not believe it will result in boosting prices any more in this particular line of manufacture than prices have been raised in other corresponding lines. With wage increases so general in all lines there must necessarily be a forcing upward of prices. This is occurring in the woolen industry and many others, and thus any moderate increases which may be viewed as necessary in the glassware trade will not be out of line. But there is no evidence, as yet, of this advance, and we need not cross the bridge until we get to it. The crockery and glassware trade situation is spotty but indications for fall buying in these and allied lines is excellent. Business conditions now call for smaller profit margins and a more rapid turnover, and this is indicated in the so-called hand-to-mouth buying now noted in the wholesale markets. Despite this, consumer demand is uniformly good for the season and this is, after all, the deciding factor.

Plan Now for Fall Sales

Retailer Should Keep Watchful Eye on Turnover, But Not Fail to Keep Adequate Stocks, For Consumer Buying This Fall Promises to be Good.

OF the many problems confronting buyers now in the market and the merchandise managers at the stores, none is more important than that dealing with the selling plans which will govern the Fall season. At best, the mapping out of these is difficult, requiring the best of judgment, consumer knowledge and selling skill. But is generally agreed it is rendered much more complicated now owing to the evident uncertainties caused by the price situation, the recent tendency to slow up in some retail lines and some of the manufacturing industries and the anticipated necessity of something being required in the Fall to spur turnover.

Discussing the main merchandise principles that, in his opinion, it will be wise to follow, a local representative of a well-known store said yesterday that conditions as he saw them call for greater emphasis on the necessity of keeping a watchful eye on turnover, keeping stocks fresh and complete in the wanted items as they develop and the featuring of special merchandise at concessions in order to keep consumer interest active.

I am not pessimistic by any means, he said, but there has been a tendency to slow up in recent weeks which it will be the part of wisdom to watch carefully. I expect the Fall to be a good season, but I am of the opinion that the remainder of the year will show proportionately less increase over last year's figures than did the first half of this year. It must be remembered that the gains in retail sales which continued through the Spring virtually began last Fall and, while the total dollar volume in all probability will be good, it may not appear to be so by comparison.

As I see it, the underlying conditions governing consumer buying are still sound. Good wages are being earned and money is being spent, although with a most discerning eye to value. There may have been some decrease in the number of those employed recently, but the general employment situation is good and, from all indications, will continue so during the Fall.

It is a disturbing fact, however, that a large amount of money is being diverted from normal retail channels by the purchase of certain luxuries on the instalment plan. The automobile is a chief source of absorption of funds that heretofore in good part have gone into retail purchases. Then, apart from luxuries, there is also the high price of homes. A dwelling that might be placed in the medium class now costs at least twice what it formerly did, and after there has been enough scraped together for the initial payment, as our store records amply indicate, very little is bought for the home or for apparel for some time afterward, owing to the necessity of meeting charges and getting a little set aside for emergencies. On the other hand, there have been noteworthy increases in the savings bank deposits of the country, which indicate that for some there is a healthy margin. But for many it is a tight squeeze to meet all of the payments that have to be met.

Prices naturally constitute a prime consideration in the planning to be done. Up to the present there has been nothing to indicate a strike on the part of consumers. The remembrance of what happened three years ago however, is still fresh. The question is whether prices are sufficiently stabilized to allow buyers to make confident purchases. Manufacturers, in most instances, basing their attitude on what they have to pay for raw materials and their labor costs, say there is no chance of weakening. So some lines are still going up. In others there has been a weakening, which may or may not be temporary.

What the retailer is concerned with are two things. He wants to know whether, if high prices are retained they will be absorbed by consumers and whether, if he buys now, his competitor will not be able to come along a month or two later and buy similar merchandise at a lower price and undersell him.

It is to be admitted, however, that lack of quantity forward business placed by retailers seems a factor that tends to increase prices in some lines, particularly where the time element is an important factor. Manufacturers of some goods say that when they receive no advance business to speak of for a certain selling period and then suddenly there is a bunching of orders at almost the last minute this cannot help but tend to increase prices. It means working the factory overtime, and at present wage scales this is no small consideration, or else a shortage of goods when retailers' demands come in strongly.

But it is hard to see the wisdom of retailers changing their policy of careful buying under present circumstances. The conditions call for scanning of the market. Every effort should be made to give the public what the customers will want, but at the same time to keep stocks from being heavy. Intensified selling efforts with quick turnovers are very much in order. Particular attention should be given to the featured display of lines. Staples should not be neglected, and a close markup should be taken on these.

Most important things to watch for the proper development of volume are the consumers' want slips. If a store has not already installed such a system, I believe it would be a most advantageous time to do so. Those stores which have the system should see that it is functioning properly. Sales people should be held strict

ccountable for turning in of the slips. They prove a ost valuable adjunct in discerning the actual trend of nsumer desires in many departments. Buyers, to some xtent, have been prejudiced against the want system, eling it a reflection on their merchandising abilities, but is attitude is entirely unwarranted.

Mail Order Sales Indicate Good Farmer Buying

Montgomery Ward & Co.'s report of July sales indites that farmers are continuing to buy. Sales for July ere $7,491,908, as compared to $5,110,163 in July, 1922. n increase of 46.61 per cent. Sales for the first seven onths were $5,315,342 in excess of the same period in 920, which was the previous high mark.

Sears, Roebuck & Co. also made a large gain in July. heir sales amounted to $14,960,939, compared with $12,-14,961 in the same month of 1922, an increase of 22.18 r cent, and with $10,676,283 in 1921.

Summary Imports and Exports

The foreign trade of the United States for the month May shows an increase in both imports and exports er the preceding month. The increase in decorated ina imports amounts to $39,296 while imports of table assware increased but $142. Department of Commerce ures for the month of May, corrected to June 25, fol-w:

IMPORTS

	1922	1923
ina, not decorated	$ 66,706	.....
ina, decorated:		
om France	.....	$51,479
" Germany	.....	156,961
" United Kingdom	.....	3,210
" Japan	.....	191,678
" Other Countries	.....	53,597
Total	.....	$456,925

For Eleven Months Ending May

	1922	1923
ina, not decorated	$ 651,310	$163,620*
ina, decorated:		
From France	.....	397,181
" Germany	.....	1,172,963
" United Kingdom	.....	40,773
" Japan	.....	1,412,583
" Other Countries	.....	450,247
Total	.....	$3,637,367
rthenware, not decorated	27,841	.....
rthenware, decorated	331,869	.....
Total	$359,710	.....

For Eleven Months Ending May

	1922	1923
rthenware not decorated	$ 22,314	.....
rthenware, decorated	389,394	.....
ble, Toilet and Kitchenware, plain	.....	49,756
corated	.....	329,494
Total	$411,708	$379,250

	1922	1923
assware, cut or decorated	$205,190	$147,461
wn Glassware	.....	142,990

For Eleven Months Ending May

assware, cut or decorated	.....	844,336†
wn Glassware	.....	.....
Total	$205,190	$991.797

DOLLS AND TOYS

	1922	1923
lls and parts of dolls	$130,539	$155,250
er toys	522,913	539,144
Total	$653,452	$694,394

For Eleven Months Ending May

	1922	1923
Dolls and parts of dolls	$1,355,214	$1,772,358
Other toys	5,157,182	5,669,437
Total	$6,512,396	$7,441,795

KITCHEN ENAMELWARE

Table and kitchenware of metal, enameled or glazed	$56,233	$9,899

For Eleven Months Ending May

	$340,751	$293,528†

EXPORTS

China and Porcelain:

	1922	1923
Table, Toilet and Kitchenware	$20,337	$11,418
All other	5,918	14,715
Total	$26,255	$26,133

For Eleven Months Ending May

China anud Porcelain Ware:

Table, Toilet and Kitchenware	$86,469†	$171,115
All other	184,181	114,256
Total	$270,650	$285,371

Earthen and Stoneware:

Table, Toilet and Kitchenware	$5,964	$4,825
All other	63,469	99,895
Total	$69,433	$104,720

For Eleven Months Ending May

Earthen and Stoneware:

Table, Toilet and Kitchenware	$39,553†	$84,641
All other	1,090,016	724.245
Total	$1,129,569	$808,886

DOLLS AND TOYS

	1922	1923
Dolls and parts of dolls	$14,230	$8,400
Other toys	102,439	140,709
Total	$116,669	$149,109

For Eleven Months Ending May

	1922	1923
Dalls and parts of dolls	$139,566	$234,385
Other toys	1,334,390	1,737,267
Total	$1,473,956	$1,971,652

GLASSWARE

	1922	1923
Table glassware, plain	$116,401	$178,926
Table & other gl'ware, cut or engraved	12,557	25,275
Globes and shades	43,300	34,538
Total	$172,258	$238,739

For Eleven Months Ending May

	1922	1923
Table glassware, plain	$429,599‡	$1,766,964
Table & other gl'ware, cut or engraved	123,086	207,480
Globes and shades	174,352‡	401,755
Total	$727,038	$2,376,199

TABLE AND KITCHENWARE OF METAL, ENAMELED OR GLAZED

For Eleven Months Ending May

1922	1923	1922	1923
$46,068	$102,461	$546,756	$1,017,319

*July 1 to Sept. 21.
†Beginning Sept. 22.
‡Jan. 1 to May 31.

China Clay Production

The output of clay mined and sold as clay in the United States in 1922 amounted to 2,647,700 short tons, valued at $8,330,514, or $3.15 per ton, according to the Department of the Interior, as determined by figures compiled by the Geological Survey. These figures show an increase of 52 per cent in quantity and 38 per cent in value as compared with those for 1921. The figures represent only clay sold as clay by the original producers, they do not include the much greater quantity of clay that was

(*Continued on page 20*)



(1) Old Man's Race—Gittin' their jints limbered up for the supreme effort. (2) Secretary Chas. A. Postley and three well know buyers, Frank Fleischman, J. L. Lynch and Geo. O'Hara. (3) Winning Relay Team—Young, Kennedy, O'Hara, Graubard, Frischma (4) Alex. Menzies of Cambridge Glass Co. fame. Only charter member present. (5) Chairman Thos. G. Jones and two base ball star (6) "Bill" Kennedy making mystic sign to "Bullet" Wm. Wagner, Moe Goldberg at the bat. (7) First and Second in Three Legge Race—Berthe and Leyland—McCauley and Lewis. (8) Line up for "Fat Man's Race"

Good Attendance and Fine Program Makes Salesmen's Outing Enjoyable Event

Annual Summer Outing of Pottery, Glass & Brass Salesmen's Association at Well Known Long Island Resort, Proves One of the Most Successful Ever Held by Representatives of the Trade

WITH preparations for the mid-summer picnic in the able hands of the special committees in good season, the event this year was anticipated with more than customary interest by the trade. All who have participated in these yearly frolics in the past, confidently looked forward to a good time. And no one was disappointed, for the place was well chosen. As last year, Long Island was the scene of the joy makers, but the happy picnic grounds were a few miles farther on at Auer's Whitestone Park. The three gray sightseeing busses were a trifle late in starting, but they were filled to capacity, while many traveled in private motors and President Eddie Hammond speeded up from his home in Larchmont at the helm of his natty "Man o' War."

As the busses rolled up to the big dining and dancing pavilion, Eddie Imke brought his famous jazz band into action. While the napkin holders were taking the crowd's measure, Fred Brey, of the B. F. Drakenfeld Co., pulled off an impromptu sketch. Before the hungry had an opportunity to get bored, Fred mounted a table and in a robust barytone rendered that lilting gloom chaser, otherwise known as "Broadway Rose." Other musical hits were given as encores. After light refreshments in the form of sandwiches and coffee, the carefree crowd filled the grandstand and the 1923 expressions were secured, as may be noted by any curious reader who examines the picture.

The stage was now set for the leading feature of the day. Beginning as scheduled at 1 o'clock, "Bill" Kennedy, captain of the married men's team and "Lang" Hawthorn, captain of the single men's team, picked out their players. By unanimous consent, "Billy" Lynch, vice-president of Taylor, Smith & Taylor Co., East Liverpool, O., was chosen to officiate as umpire. "Billy" is a good "Umph," in fact one of the finest. As a lightning calculator of the subtle curves, fouls of the air and bambinos, "Billy" has a world reputation. This activity began before "Billy" became interested in the pottery business, twenty-six years ago. He was then traveler for a wholesale drug house, covering Australia and other foreign countries. This familiarity with other shores resulted in his appointment as the *Avant Courier* of that famous baseball team, organized by A. G. Spalding & Bros. in 1888. "Billy" arranged the trip and preceded the famous team around the world on its tour to demonstrate the great American game in the heathen countries across the salt pond. "Play ball! Play ball!"

Single Men's Team Step on the Gas

Winning the toss, the married men picked out their bats to whang the horsehide, while "Lang" Hawthorn and his artists posed gracefully on the diamond. W. Doctor stepped confidently up and tapped the plate with a wicked looking club. As Hawthorn tossed over a dust raiser, Doctor tapped out a fly which was neatly muzzled by Mac Pasmantier in the inner garden. McCauley then drove a fast one to deep center and with good leg work reached 2nd. Moskovitz fanned and Geo. O'Hara sizzled out.

(*Continued on page 27*)



In this photo are shown some of the most prominent representatives in the crockery and glassware lines—a happy bunch despite facial contradictions

China Clay Production

(*Continued from page 17*)

burned into clay products by the producers themselves.

The output of kaolin, the clay that is used in making high-grade pottery and porcelain as well as paper and other products, amounted to 275,675 tons, valued at $2,346,095, an increase of 69 per cent and 49 per cent, respectively, as compared with 1921. The clay of largest production and value is fire clay. The sales of fire clay in 1922 amounted to 1,679,220 tons, valued at $4,633,486, an increase of 40 and 30 per cent, respectively, as compared with 1921. The output of every kind of clay as classified by the Geological Survey in its statistical report increased in quantity and value in 1922 as compared with 1921 except slip clay, which decreased slightly in quantity, and stoneware clay, which decreased in value.

The imports and exports of clay also increased in 1922 as compared with 1921. The total imports of clay were 350,570 tons, valued at $3,321,875, an increase of 68 per cent in quantity and value. The imports of kaolin, the chief clay imported, amounted to 310,136 tons, an increase of 90 per cent as compared with 1921.

Kresge Starts 25 Million Dollar Store Chain

Announcement was made July 31, of the organization to be known as Kresge Department Stores, Inc., which has been formed by S. S. Kresge, L. S. Plaut of L. S. Plaut & Co., New York, and Charles E. Merrill of Merrill, Lynch & Co., bankers. The new corporation has acquired the department store of L. S. Plaut & Co. on Broad Street, Newark, and this will form the basis from which the newly organized Kresge Department Stores, Inc., will extend, acquiring and developing a chain of department stores comprised of units of similar size and prominence in the principal cities of the United States. The new corporation will have an authorized capitalization of $25,000,000 7 per cent. cumulative preferred stock of no par value. Mr. Kresge will be the active head and president of the new company and will have associated with him in the enterprise several of his present associates in the S. S. Kresge Company.

The L. S. Plaut & Co. store of Newark will be the first link in the chain. It is planned to add additional stores as conditions warrant. The new corporation will not be a part of the S. S. Kresge Company and will be an entirely separate organization. It is announced, however, that the same methods of merchandising will be used as now are in effect in the chain of 223 stores operated by the S. S. Kresge Company.

"In the formation of the Kresge Department Stores I have put into operation a plan of mine under serious consideration for many years," said S. S. Kresge recently "I have long been of the opinion that the same principles of merchandising and the efficient distribution of goods perfected by the five and ten-cent store chains can be applied with unusual success to the department store field. Such a company, operated along these lines, and particularly the 25-cent to $1 stores of such chains, should have a field development almost limitless in scope.

"The first unit in our chain is L. S. Plaut & Co. of Newark. The Plaut business was established in 1870 and has never had an unprofitable year. Today it ranks as one of the great department stores of this country. Newark is one of the fastest growing of the larger cities, and the shopping centre for more than 1,000,000 people, who live within a radius of ten miles. As I will own and control a large amount of the common stock of the corporation, its management will be under my direct personal supervision and there will be associated with us several officers of the L. S. Plaut Company. The organization will include experts trained along modern lines, men thoroughly alive to the fact that the high cost of distributing merchandise must and can be reduced so that goods will move freely and economically from the producer to the consumer."

The branching out and expansion of the interests of S. S. Kresge were made coincident with his fifty-sixth birthday. There is considerable business romance in the story of his life, from a school teacher at $22 a month, to the head of a corporation operating 223 Five and Ten Cent stores throughout the country, which last year handled $65,000,000 of merchandise. He was employed as an insurance agent, salesman for house furnishings, bookkeeper in a department store, and tinware salesman in the New England States. He entered business for himself on a capital of $8,000 and with J. G. McCrory, who now heads a large chain store system of his own, opened one store in Memphis and one in Detroit. Mr. Kresge managed the Memphis establishment, later selling his interest in it and retaining sole ownership of the one in Detroit, from which nucleus the present system has grown.

White China Standards Adopted by Government

Three standard sets of chinaware for government use were agreed upon at a joint meeting of the vitrified chinaware manufacturers committee and the Committee on China and Glassware of the Federal Specifications Board held recently at the Bureau of Standards. The sets adopted are: one half thick chinaware for enlisted men's dining service as used in the Army, Navy, and Marine Corps; vitrified hotel chinaware for all government dining room service and hospital service where desired; and one quarter thick vitrified chinaware for hospital service. Drawings of the different articles are now being made so that each purchasing department and manufacturer can be supplied with a set of blueprints.

Those present at the meeting were: F. Sutterton Maddock Pottery Co.; W. L. Huber, Onondaga Pottery Co.; L. H. Bown, Buffalo Pottery Co.; A. L. Goulding Warwick China Co.; C. W. Read, Shenango Pottery Co.; J. A. Egleston, Fleet Corporation; G. A. Bentley Quartermaster Corps; R. D. Kinsey, U. S. Public Health Service; B. Puryear, U. S. Marine Corps; A. E. Williams, Bureau of Standards; R. F. Geller, Bureau of Standards; F. Hazelwood, Bureau of Standards.

CAUGHT IN THE NEWS NET

A LUNCHEON was given in his private office at Bloomingdale Bros.' store on Wednesday, by the president of the firm, Samuel J. Bloomingdale, to a newly formed money raising committee, of the Federation for the Support of Jewish Philanthropic Societies. Mr. Bloomingdale's committee will cooperate with representative trade committees of the Business Men's Council to raise the $500,000 deficit in Federation's 1923 budget of three and a half million dollars.

Plans for raising the quota of $30,000 set for the housefurnishing trades by Felix M. Warburg and Percy S. Straus, co-chairmen of the Business Men's Council, will be discussed. Guests include the leading manufacturers of the various housefurnishing lines, as well as the buyers in those departments of Macy's, Gimbel's and Bloomingdale's.

Some of the leading New York merchants who have accepted the invitation of Mr. Bloomingdale, chairman of the housefurnishing division, include I. Edwin Goldwasser, Melville G. Steinhardt of the American Steel Wool Co., Melvin H. Hecht of the New England Enameling Co., I. Horn of the Greater New York Supply Co. and S. R. Benjamin of the Benjamin and Leipzig Baskets and Willoware Company. Buyers include Louis Klayf and A. Goldsmith of Mr. Bloomingdale's staff.

F. H. Rogers, with Geo. F. Bassett & Co., left on Monday for an extended trip over his territory in the interest of the concern.

Martin Zolle, formerly salesman for the Fred C. Reimer Co., has been engaged by B. Gunthel, importer of Val St. Lambert glassware, etc., to travel the Coast and Southern territory. He assumed his duties with the firm on August 1, and will make his initial trip with the line in September.

Col. W. F. Ellison, well known traveler for Geo. F. Bassett & Co., who now makes his home in Los Angeles, Cal., is covering his territory from the coast east, en route to New York, where he will spend some time for his annual conference with the heads of the Bassett concern at the firm's headquarters here.

Alex. G. Menzies, New York manager for the Cambridge Glass Co., left on Monday to spend the week at the factory, Cambridge, O., to look over the new designs in preparation for the coming year and to take up other special matters with the heads of the concern.

J. E. Shepherd, sales manager of the Star Glass Co., Star City, W. Va., is a visitor in New York this week discussing local conditions with the concern's New York agents, the Horace C. Gray Co.

John L. Pasmantier, wholesaler and decorator of dinnerware and pottery, returned last Thursday from a visit to the pottery district attended the salesmen's outing on Saturday and left again Sunday for a two weeks' vacation at Deal Beach, N. J.

A. H. Holbrook, president of Geo. F. Bassett & Co., leaves on Friday for a two weeks' sojourn at Lake George where he will rest up from the cares of the china importing business.

Harry S. Clarke, sales manager for B. Tomby, Inc., returned last Wednesday aboard the America from a several weeks' European trip made for the purpose of visiting the factories represented by his firm in this country to assist their designers on the various new sample lines to be brought out for the coming import season.

J. B. McWilliams, sales manager for the Lippincott Glass Co., Alexandria, Ind., left for home on Monday after spending several days in New York conferring with E. W. Hammond, the concern's local representative. Mr. McWilliams availed himself of the opportunity of attending the salesmen's outing on Saturday and derived a lot of sport out of participating in the ball game and athletic events.

Health Department Insists Upon Paper Cups For Outside Use

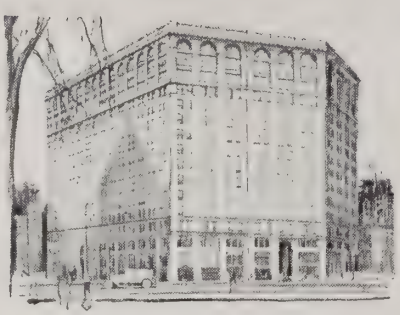
The New York City Board of Health, inspectors have been active recently in enforcing the ruling of the board against the use of glasses for drinking at soda fountains located on the street, or from those stores with windows opening directly on the street. In these the department insists that paper cups must be used instead of glass.

Where drinks are served in stores that have no open windows to the street, they are allowed to use whatever they choose.

In stores that serve on the street out in the open or through windows, such as the familiar orange drink stands, etc., whether they have proper facilities for cleansing glasses or not, the department has ruled paper cups must be used.

Fueslein Values Letter From President Harding

A letter from President Harding is one of the most highly prized possessions of the well known veteran salesman, Paul Fueslein, of the Horace C. Gray Co.'s sales staff. In response to a letter of greeting sent the late



New York Headquarters for House Furnishings

A BUYING trip to "Headquarters" means time and trouble saved. An entire season's stock can be ordered from the leading representatives of this line under one roof, amid comfortable and convenient surroundings. You can't forget the location—at the intersection of the world's two best-known streets.

THE FIFTH AVENUE BUILDING
Broadway and Fifth Avenue
at Madison Square, New York
"More than an office building"

president on the visit of Mr. and Mrs. Fueslein, to Washington, in June, in celebration of their fiftieth wedding anniversary, the former responded as follows:

The White House,
Washington.

June 18, 1923.

My dear Mr. Fueslein:

I was much gratified to have your thoughtful note of greetings addressed to me under date of June 11th. I am sorry I could not make an earlier acknowledgement. It is a very gratifying thing to learn that husband and wife are able to come to Washington a half century after their wedding trip and make a renewed visit in the retrospect which comes of fifty years of married happiness. I would like you and your good wife to know of my sincerest good wishes.

Very truly yours,
Warren G. Harding.

The above letter was delivered to Mr. Fueslein's hotel after his departure and was not forwarded to him here until after the news of the death of President Harding was received. Since the passing of the President, Mr. Fueslein naturally values his letter more than ever.

Buyers in New York

AUGUST 3, 1923

Mrs. M. A. Russell, toys, Chamberlain-Johnson-DuBose, Atlanta, Ga., 60 West 35th St.

Miss E. M. Kane, gifts, Shepard Stores, Boston, Mass., Prince George.

C. H. Hurlburt, china and glass, D. M. Read Co., Bridgeport, Conn., 315-4th Ave., D. G. Alliance.

Miss N. A. Gott, gifts, Killian Co., Cedar Rapids, Iowa, 32 West 35th St., Jay Co.

AUGUST 4th., 1923.

W. C. Hagerton, lamp shades, Temple Lamp Co., Boston, Mass., McAlpin.

H. C. Cowen, housefurnishings, Catskill Hdw. Co., Catskill, N. Y., Continental.

Mrs. S. A. Mendelsshon, gifts, The Greenwich Shop, Montreal, Canada. Martha Washington.

Geo. O'Hara, housefurnishings, Shartenberg & Robinson, Pawtucket, R. I., 315 4th Ave., D. G. Alliance.

C. H. Berry, gifts, Merrican Co., Providence, R. I., Commodore.

J. W. Mackey, gifts, O'Connor, Moffatt Co., San Francisco, calif., 432 4th Ave.

AUGUST 6, 1923

L. Loewenherz, china and glassware, Loewenherz Bros., Columbus, Ga., 16th St. and Irving Place (Geo. Borgfeldt & Co.).

V. Lundeen, gift novelties, V. Lundeen, Fergus Falls, Minn. (McAlpin).

AUGUST 7, 1923

A. C. Berg, housefurnishings and china, The Famous Co., McKeesport, Pa., 38 West 32nd St. (Livingston & Cohen).

L. J. Koster, housefurnishings and china, Katz & Goldsmith, Braddock, Pa., 38 West 32nd St. (Livingston & Cohen).

M. H. Blakeley, housefurnishings and toys, Trask, Prescott & Richardson, Erie, Pa., 23 East 26th St. (Mdse. Reporting Co.).

N. Kahn, cut glass, W. A. Weiboldt & Co., Chicago, Ill., 276 5th Ave. (C. A. Cook).

Miss M. Epley, gifts, John Shillito Co., Cincinnati, Ohio (Pennsylvania).

A. Moser, housefurnishings, china, J. Samuels & Bro., Providence, R. I., 16 West 36th St. (O. Abels).

A. J. Boisvert, housefurnishings, china and toys, Davidson Bros. Co., Sioux City, Iowa, 352 4th Ave. (Kirby, Block & Fisher).

O. J. Moser, toys and housefurnishings, T. Sulzbacher, Steubenville, Ohio, 1150 Broadway (F. Lilienthal & Co.).

R. J. Gale, housefurnishings, china and toys, Wolf & Dessauer, Fort Wayne, Ind., 352 4th Ave. (Kirby, Block & Fisher).

(*Continued on page* 30)



WHAT THE POTTERIES ARE DOING



NEWS of the death of President Harding was received by members of the United States Potters' Association with keen regret. The last meeting of the Association in Washington was quickly recalled. The visit of the members of the Association to the White House will never be forgotten. No group of men were ever visiting the President in a body, received a more cordial greeting, than did the pottery manufacturers. The visit to the White House was arranged by William Burgess, them first vice-president of the Association; T. A. McNicol, president of the T. A. McNicol Pottery Co., East Liverpool, and L. H. Brush, a personal friend of the late President and also of the manufacturers.

"Tell them to come over after the other crowds have left, and make themselves at home," was the message Mr. Harding sent back to the Hotel Willard.

"I want to meet them all myself," put in Mrs. Harding, to the messengers, and this also was relayed from the White House to the Hotel Willard crowd.

The members of the Association slowly walked over to the White House. Mr. McNicol preceded his associates.

"It is the wish of the President and Mrs. Harding that you make yourselves at home—go here and there, any place you want," Mr. McNicol told the crowd as they entered the outer room of the executive offices.

"Tell the boys to look over the china," Mrs. Harding sent word back.

Several "delegations" were to be received by Mr. Harding that morning. The Potters' Association had time on their hands. The first groups of citizens were received by Mr. Harding by the usual custom.

Through the Rose Room the Association members later entered, a few moments elapsing before a wide door was opened, and single file the pottery crowd entered the Blue Room, where Mrs. Harding awaited them.

Directly in front of Mrs. Harding stood Mr. McNicol and Mr. Brush. Through the "path" between Mrs. Harding and her aide and these two gentlemen the crowd slowly passed. A cheering word was said by Mrs. Harding to each as she shook each by the hand.

There was no "pass out this way" injunction. Instead the crowd just walked around the big room in a semi-circle, and when Mrs. Harding had greeted the last in line, she talked informally to her visitors, whom she called "folks from back home."

Mrs. Harding then retired, and then to meet Mr. Harding the crowd awaited.

Through the state dining room the pottery crowd was floated. Servants were arranging the "big table" for a dinner to be served Governors of a number of states that evening.

Into a hall, leading to the President's own office the crowd entered and there tarried awhile. "Laddie Boy" dashed here and there up and down past the crowd. Dozens in the crowd petted him. In a few moments the word came that Mr. Harding "is ready for you."

Into the private office of the President the line slowly walked. Standing in front of his big, flat-top desk was Mr. Harding, his left arm to his back, and his right awaiting to greet his visitors. Mr. McNicol and Mr. Brush stood at his side, and it was through them introductions were announced.

An invitation was extended Mr. Harding to be a guest of the Association at its annual banquet that night, and he then announced that his only reason for declining was "the dinner to the Governors."

Nearly three hours were spent in the White House that December morning back in 1921, and incidents have been frequently recalled since then. Today, however, the events of that morning seem to have been those of yesterday.

The warm weather last week, coupled with "one circus day" caused a slight decline in production in local clay shops. The "circus day" loss was anticipated by manufacturers, as the boys in the different plants seemingly never want to work on those days. Other departments were of course affected. It will take only a little while for the manufacturers to regain this production loss, but the incident goes to disclose what the manufacturers have to contend with from time to time.

Foundations have been built for two additional kilns for the Jackson China Co., Falls Creek, Pa. The tunnel kiln built at this plant some years ago has been abandoned, and only updraft kilns are now being used. The additional kiln capacity is required on account of the active business now being offered this concern for its line of hotel china.

A decided increase in the receipt of imported china clays is reported here by local representatives of these lines. The bulk of these clays are now being received at the port of Philadelphia. Active demand has been caused on account of the heavy local production of ware.

Art pottery is to be manufactured in the new plant of the Bybee Pottery Co., which is being erected at Lexington, Ky. It is very likely that stoneware specialties will also be made by this concern.

Favorable progress is being made upon the erection of the new five kiln plant for the W. S. George Pottery Co., East Palestine, Ohio. While this work continues, the company has also made extensions and improvements in

(*Continued on page 25*)



GLASS FACTORY ACTIVITIES



FALL business is now in rather active receipt by all glass factories in this district. Although buyers have not been visiting the factories in the volume they did a year ago, mail orders are all that could be expected for this season of the year. A word of caution has been suggested by the manufacturers, and that is that buyers should not wait until the last minute to specify holiday stocks, and then expect prompt delivery. The suggestion has been made that the trade get their orders in early, so that prompt deliveries can be guaranteed. Quite a number of concerns, both department stores and jobbing interests have begun to follow this suggestion, at the same time recalling the rush last fall, when many holiday orders were unfilled because so many were "sure" they could get merchandise at the last minute.

Additional buildings have been planned by the Dunbar (W. Va.) Flint Glass Co., which was recently incorporated with a capital stock of $125,000, by J. M. Payne, Jr., and L. M. Riddle.

Within a few weeks, it is expected that the American Glass Co. will begin operations at Wellsburg, W. Va. A general line of plain and decorated novelties will be featured by this new company.

Arrangements are being made to place in operation at an early date the plant of the Upland Flint Glass Co., a Marion, Ind., plant, which was destroyed by fire some months ago. The company will give employment to over 200 people.

Last Monday, following a vacation period of two weeks, the Wellsboro (N. Y.) plant of the Corning Glass Works resumed operation.

On account of a tank developing a leak, the plant of the Sheffield Glass Co., Warren, Pa., was compelled to suspend operations until repairs have been made. The company is one of the largest manufacturers of containers in the Western Pennsylvania district.

As was anticipated, the lull in the demand for decorated glass novelties is about over, as new business is being received for fall and holiday delivery. The Westmoreland Specialty Co. is being favored with considerable new business for its line, and some exceptionally large specifications have been placed on file. The blown and decorated lines of this company are in very heavy request, while demand for the decorated line is showing steady increases.

Work is progressing getting the new sample rooms for the United States Glass Co., in the Jackson Building, Liberty Ave., Pittsburgh, and Tenth St., in shape for occupancy early in September. It is the intent of the company to show their complete lines in this new location, and to use the present sample rooms for commercial purposes. "Our purpose is to have the prettiest and at the same time most convenient sample room possible," Sales Manager D. H. Cushwa explained this week.

W. Gotwald, china and glass buyer for the Lion Store, Toledo, who has been spending a few days in the Eastern market, has returned to his desk.

Glass manufacturers were somewhat surprised when they received the official information a few days ago of the passing of the old firm of L. S. Plaut & Co., Newark, N. J., into the hands of S. S. Kresge, head of the 5 and 10 Syndicate of that name, also head of the Mt. Clemens Pottery Co., Mt. Clemens, Mich. The Kresge Co. has been a large buyer of glassware out of this district, also the Newark concern. The 230 odd Kresge stores did a business of over $60,000,000 last year, and now a chain of department stores seems not improbable.

A large addition is to be built to the Ginibel Milwaukee, store, according to reports received here this week in financial circles. An $815,000 gold bond issue has been authorized for this purpose. Completion of the building will permit the enlargement of all departments, including the china and glass sections.

The new line of portables, shades and novelty lamps of the Pittsburgh Lamp, Brass & Glass Co., have been placed on exhibition in the local sample rooms of the company in the Chamber of Commerce Building. That the company has developed something new and out of the ordinary, is but putting it mildly. "These goods have to be seen to be appreciated," declared Harry A. Ross, sales manager for this company, and also Robert G. West, in charge of the Pittsburgh district sales department. New designs in standards have been worked out, also color effects in the glass, likewise decorations. The line is truly a most remarkable one, and has already been warmly received.

The New Glass Wage Scale

In addition to the wage agreements decided upon at the conference between manufacturers and employes, at Atlantic City, published in our last issue, we have received the following additions to the new scale. The news was received after our last issue had gone to pre

nd is to the effect that the wages in the Lamp Chimney epartment was advanced 10 per cent, the wages in the Iould Making department increased 10 per cent, and ıe hours per week in the Cutting department reduced rom 50 to 48 hours, without change in wages. In the Iachine Press department the wages of 1920-21 were estored, which means an increase of about 11 per cent, hile the Engraving department was granted a wage ıcrease of 5 per cent. This concludes the work of the ıint wage conferences.

Forty-fourth Convention Report of U. S. Potters' Association

The proceedings of the Forty-fourth Annual Con-ention of the United States Potters' Association, which as held at the Hotel Astor, New York, on April 10, 11 ıd 12, has been received. It is an attractively printed olume and contains much interesting and valuable in-ormation on the production of domestic wares.

Onondaga Potters' Club Holds 21st Annual Outing

At ten o'clock on Saturday morning, July 21st, the histles at the two plants of the Onondaga Pottery ompany, announced to the 1,110 employees that their b of making Syracuse China was over for the day. The oming of age of the Potters' Club was fittingly cele-ated during the afternoon by the members, their milies and friends when over 3,000 attended the monster picnic at Long Branch. At twelve-thirty the automobile parade started for the resort, headed by a band. By 1.15 the basket lunch was in full progress under the big trees alongside the lake. A lacrosse game, played by the two crack teams of this vicinity, got into action soon after lunch and furnished thrills aplenty for the gallery. Then the sports programme was begun and races and stunts of many varieties for people of all shapes, sizes and ages were held during the afternoon. Of course, there was dancing, the side shows did a roaring business and everybody found means of enjoying themselves. President John Wilkinson, Chairman Jacob Himpler and the Committee in charge have every reason to be proud of the very fine manner in which the affair was managed, and all who attended voted the twenty-first the best picnic ever.

Bargains in Housewares

What are said to be bargains of their kind in the market are now being offered to buyers of housefurnishings by a local distributor of this merchandise. One of them consists of French willow wash baskets, the bottoms of which are reinforced by heavy wooden stays, ranging in price from $10 a dozen for the 14-inch size to $20 a dozen for those twenty-four inches long. The baskets are in stock here, and are said to be priced not less than 40 per cent under the current market. The other offering consists of ball top and plush cap whiskbrooms at $25 and $21 a gross, respectively, f. o. b. destination. The brooms are made of selected Oklahoma corn.

WHILE IN NEW YORK



Drop in to see our complete line of

JAPANESE IMPORTATIONS

for the Fall and Holiday Trade

MOGI, MOMONOI & CO., INC.

—Importers of Japanese Goods—

105-107 East 16th Street New York

R. L. TIGNOR

Eastern and Canadian Representative

ZANE POTTERY COMPANY

SOUTH ZANESVILLE, O.

Has just closed his exhibit at the Merchandise Fair and opened a display on August 6th, at the : :

Hotel Imperial

Room 241

with a beautiful line of Art Pottery —something entirely new, absolutely different from the rest. : : :

The exhibit includes a wonderfully attractive hand-decorated line, on mirror black, shown in a complete assortment of exclusive novelties.

There is also an unusually attractive showing of lamp bases, in an interesting variety of colors, included among these being a reproduction of the famous Chinese minute powder maroon. : : : :

Salesmen's Outing

(*Continued from page* 19)

Second part of the first inning opened with Geo. ammond at the bat. Wagner shot over some fast ones nd Hammond faded out. Katzenberg failed to make a ood connection with Wagner's elusive curves and ipped out a fly which Wagner muzzled. Bowes sizzled ut. Score 0—0.

Second inning opened with Graubaud tapping out a y which McWilliams copped. Young fanned and Turkle zzled. Goldberg opened the last of the second with a appy single and raced to 1st. McWilliams walked. ilfrisch tapped out a tame grounder and was shut out on t. Goldberg romped home on wild throw and Wallace zzled out. Score 1—0.

The third inning opened with Kennedy at the bat. etting a line on the ball "Bill" drove a hard one to the rm and reached 2nd. Wagner fanned. Doctor tapped



esident Eddie Hammond as an enthusiastic baseball fan. Doesn't he look it?

it a fly to short and was muzzled. Kennedy was caught it on 3rd. Last of the third opened with Wallace at the t and he drove a hot one to center and reached 2nd. awthorn faded with fly to center. Hammond singled id reached 1st. Katzenberg drove a good one to the left rm, which Pasmantier fumbled and Katzenberg landed fe on the second sack. Hammond romped home, atzenberg romped home on wild throw, Bowes fanned, oldberg sizzled out. Score 3—0.

The fourth opened with McCauley at bat and he singled d was shut out at first. Moskovitz pulled off a single. 'Hara nailed a mean grounder and reached 2nd sack a passed ball. Moskovitz stole 3rd. Graubaud was ut out on a tame single and Moskovitz was nabbed at me plate. Second part of the fourth opened with ordon taking the place of O'Hara. Hawthorn tapped t a fly and was muzzled out. Hammond pulled off a se hit, Bowes whanged out a 3-base hit. Katzenberg ed out and Hammond romped home. Goldberg con- cted with the horsehide and reached 1st, while Bowes

(*Continued on page* 31)

NARCISSUS

French grown

PAPER WHITE GRANDIFLORA BULBS

For growing in bowls

CONTENTS

Sizes	per case	Prices
12-15 c/m	1250	$15.50 per 1000
13-15 "	1250	18.00 " "
14-16 "	1000	21.00 " "

50c per 1000 less on orders for 10 cases. WRITE FOR REDUCED PRICES on larger quantities.

NOTE the extra large grading, packed in standard size cases.

Prices understood F.O.B. cars New York, packing and all charges included—no extras.

Terms, 60 days net, less 2% cash 10 days.

McHUTCHISON & CO.

95 Chambers St. New York, N. Y.

Illustration shows Cut No. 43 Decoration — exquisite new oval and bar cutting. A Nonik leader



NONIK TRADE MARK

The Bulge Protects The Edge

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Beautiful Glassware —with a real selling point

THERE are exquisite new styles and decorations for every need in our complete line of etched, colored and cut ware.

Nonik Glassware will bring customers to your department. 1200 stores now selling Nonik profitably. Are you?

Nonik is the only blown glassware Nationally Advertised. Write for catalogue.

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Mohawk Bldg., 5th Ave. at 21st St., New York

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

CHICAGO'S large mail order houses are satisfied with their summer business. The business of Sears, Roebuck & Co. jumped 22.18 per cent in July and 28.49 per cent in the first seven months, of this year. Sears-Roebuck's July sales totaled $14,960,939 as compared with $12,244,961 last year and $10,676,283 the year before. For the first seven months sales aggregated $121,738,196 as against $94,748,196 last year and $100,-091,574 the year before. Montgomery Ward's July sales aggregated $7,491,908 which is the smallest business done so far this year. Comparison of activities in previous years, however, how that July is usually a dull period, the month also showing the smallest voume in 1922 and 1921 up to this period.

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Martin Simpson, of Lewis H. Simpson Co., returned last week from his annual vacation at Paw-Paw Lake, Mich.

———

Samuel Sandel, head of the Illinois Lamp & Novelty Co., has purchased property at a reported sum of $208,-000. The property is located at Sheridan road and Farwell Street, improved with three stores and nineteen apartments.

———

Earl W. Newton, head of E. W. Newton and Associates, F. C. Foster of the Jewel Tea Co. and President of the Chicago association, and others in the local trade, went to Milwaukee last week to attend the "Wagon Trade" convention of the tea and coffee men.

———

D. E. Crum, exhibit manager of the Glass, Pottery, Lamps and Housefurnishing Association, left Chicago last Saturday for a two weeks' vacation.

———

Ira A. Jones, of the Ira A. Jones Company, manufacturers' representatives, Chicago, returned last week from a trip East to visit factories his company represents.

———

The Manufacturers & Importers Association's semi-annual exhibit at the Palmer House, came to a close last Saturday. Attendance and buying was reported "normal."

———

"Gus" Bub is back in Chicago! On the first of August when Mr. Bub took over the management of the china, glass, lamps, housefurnishings, dolls and toy department of the Leiter Stores, the news spread rapidly among Mr. Bub's many friends throughout the trade, and he was kept busy the first week answering letters of congratu lation and phone calls. Everyone expects to see M Bub make a real live department in the Leiter Stores ar to do a business that will rival that of the old Sieg Cooper & Co., formerly located where the Leiter Stor now stand. He is back with, not only a wealth of frien and acquaintances, but a wide experience which adm rably equips him for his new duties. Until recently he h been buying china and glassware for Lebeck Bros. Nashville, Tenn. Prior to that time he was buyer for Nugent and Bros. in St. Louis and W. L. Milner of T ledo, O. Mr. Bub lost his first wife two years ago aft she had been ill for nine years, as a result of a cyclo in Omaha. Following his wife's death Mr. Bub went the road as a traveling salesman. He recently enter into a new contract with a Kentucky lady and his bri will soon join him in Chicago.

———

The business of Geo. F. Ruby, well known import of oriental art goods, has been incorporated with hea quarters at 9 N. Wabash avenue. Capital of the compa is $75,000 and 250 shares no par value. Incorporato are Avern B. Scolnik, Harry C. Lavinson, Leo W. Ho man. Import and deal in jades, porcelains, enam bronzes, embroideries, etc. Correspondents, Lovinson Hoffman, 38 S. Dearborn Street.

———

Petition in bankruptcy was filed in the United Sta District Court last week against the Florence Art C Chicago, by M. Luisi, P. Luisi, S. Vergamini et al. L bilities, $1,000 plus; assets not listed. This compa manufactures book ends, candle sticks, lamps and novelties.

———

Shankens Store, Inc., 46 North Side of Square, Ja sonville, Ill., was incorporated last week with a capi of $15,000. A general department store business will conducted. Incorporators are Fannie, Esther, Henry Norman Shanken. Correspondent, H. P. Samu Jacksonville.

———

New features to be included in the program of Interstate Merchants Council convention to be held at Hotel LaSalle roof garden August 7 and 8 were nounced last week, by W. L. Ware of the Chicago A ciation of Commerce. Tuesday, August 7, will be signated as Interstate Merchants Council night at the Fashion exhibit at Marigold Gardens and motors wil be provided for the entire convention to convey them banquet and special showing at the gardens that nigh

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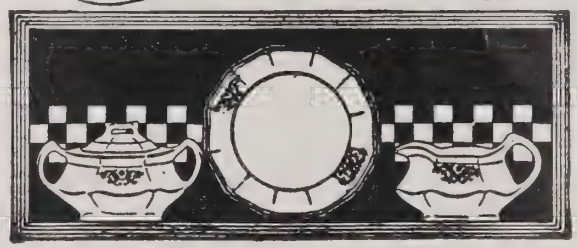
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OBITUARY

John T. Wells, Jr.

John T. Wells, Jr., an old-time china merchant, died last week in Boston. Mr. Wells was born on Tyler St., Boston, July 23, 1843. He attended Chauncey Hall School from which he was graduated. While still a young man, his family moved to Newton and he soon went West and was established in the china and crockery business by his uncle, Charles T. Wells, in St. Louis, Mo. When the Civil War broke out, Mr. Wells enlisted and was assigned to the Missouri State Militia. He served actively throughout the war and after his discharge remained in St. Louis, caring for his business interests until 1868, when he returned to Boston. He became affiliated with the china and crockery firm of Abram French & Co with whom his father before him had been connected fc more than seventy-four years. While with Abram Frenc he was employed in the capacity of the company's foreig buyer. Upon the reorganization of the firm, now th Mitchell Woodbury Co., he formed a partnership wit Herbert Burrage, of Boston, and opened a retail store o Boylston St. Ill health compelled him to give up his bus ness within a year or two. The past six years he ha wintered at St. Petersburg, Fla., and spent this summe at Rockport, Mass. In 1885 Mr. Wells married Mis Alice Claflin, who was a daughter of Henry Claflin, c Newton, where he resided for some years. Mrs. Wel died in 1914. Mr. Wells is survived by three children, an two sisters.

What the Potteries Are Doing

(*Continued from page 23*)

its original factory, which will create a larger output, esp cially in the decorating department, where a number mechanical appliances have been installed.

John I. Bahl, of Canton, Ohio, has formed a new po tery company, which will engage in the decorating bus ness. Mr. Bahl was a former resident of East Liverpo and for some time was a salesman travelling out of S bring.

News has been received in this district of the formati at Toronto, Ont., of the Barker Pottery Co., with a capit stock of $250,000. The concern, which is headed by A. Barker, will make a line of China staples and novelties.

Buyers in New York

(*Continued from page 22*)

N. W. Newbery, housefurnishings, Watt, Rettew & Clay, N folk, Va., 23 East 26th St. (Wm. T. Knott).

Mrs. V. Dowler, gifts, John Gerber Co., Memphis, Tenn., East 26th St., 14th floor.

AUGUST 8, 1923

W. W. Taylor, housefurnishings, D. M. Read Co., Bridgep Conn., 315 Fourth Ave., D. G. Alliance.

R. W. Lavinder, housefurnishings, Ames & Brownley, I Norfolk, Va., 200 Fifth Ave. (W. Floecker).

Mr. McManamon, housefurnishings, china and toys, Garb Eiband Co., Galveston, Texas, 1170 Broadway (Morgan Ahrens).

W A N T E D

tes: 40 cents per line for first insertion; 20 cents per line for llowing insertions. Seven words per line. Minimum initial arge $2, payable in advance.

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well established Dinnerware Pottery wants Sales Manager A who is experienced and successful in organizing and manng a national sales force calling on the small general stores a well as the larger trade. In reply mention age and salary pected, also how employed at the present time. All correspndence strictly confidential. Box 271 care Crockery and Glass Journal.

VANTED—Commission salesmen to sell popular priced cut and decorated line. State territory and mention other es you carry. Box 269, care Crockery and Glass Journal.

VANTED—Salesman for the Metropolitan District to sell popular priced cut and decorated glassware, also lamps. Box 273 care Crockery and Glass Journal.

VANTED—Resident factory representatives for each of the following territories; Northwest, Southwest, Middlewest, f line of silk shades and mahogany lamps on a commission bis. Box 272 care Crockery and Glass Journal.

VANTED—A first class Superintendent for a general ware pottery, modern plant and equipment. Excellent position f one able to produce. References required. Apply Box 274, e Crockery and Glass Journal.

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Salesmen's Outing

(*Continued from page 27*)

oped home. Mac Pasmantier scored a base hit, McWilliams walked, Wallace reached 2nd on a hit to the eter farmer and Pasmantier and McWilliams romped cie. Wallace fanned. Score 7-0.

The fifth inning opened with McCauley at bat. He lamed for a single and was put out at 1st. Moskovitz lamed out a base hit and Gordon reached 2nd on a d one to the left farm. This looked like a foul but Illy," snapped his head around and lining it up said, ir." We hope he was right but right or wrong, we 't dispute the "Ump." Moscovitz passed to the 3rd sack. Graubard was shut out on 1st and Moskovitz made a short slide and was nabbed at the plate. Gilfrisch opened the second of the fifth with a double sacker. Wallace followed with another double and Gilfrisch romped home. Wallace was shut out on 3rd. Hawthorn reached 1st and on a wild throw stole to 3rd sack. Katzenberg tapped out a fly and was muzzled. Hammond sizzled out. Score, 8-0.

The sixth inning opened with Doctor at the bat. He singled and landed safe on the 1st sack. McCauley walked. Gordon fanned and Doctor romped home. Graubaud singled and reached first, and McCauley romped home. Graubaud was nabbed out on 3rd. Young sizzled out. With the second part of the sixth, the single men continued to step on the gas. Goldberg reached 2nd on a hot one to the left farm. Bowes tapped out a fly and was muzzled. Pasmantier fanned. McWilliams singled and reached 1st. Goldberg faded out on 3rd. Score 8-2.

The seventh inning got a good start with a two-base drive by Wallace. Hammond walked. Katzenberg reached 1st on a single. Hammond stole home. Katzenberg stole 3rd. Then the engine stalled, self-starter went dead, with blow-outs in four shoes. "Billy" waved his hand. "Game's over," he said. Score 9-2, and for the first time in a coupla years the married men lost the battle. But 'twas a great game, while it lasted.

The athletic events were now called and the first number was the 100-yard dash. The prize winners were Bethman (1), Frischman (2), and Zolle (3). As the standing broad jump was being put on, a thunder shower held up the programme for half an hour. Under the shelter of the big pavillion, the crowd was entertained by Imke's jazzers with current hits, of which "Hot Roasted Peanuts," and "Yes, We Have No Bananas" were the big hits. The winners of the track and field events were as follows: Standing broad jump (1) Golle, (2) Bethman, (3) Hawthorn. Fat Man's Race: (1) Hammond, (2) McCauley, (3) Walken. Three-Legged Race: (1) Berthe and Leyland, (2) McCauley and Lewis, (3) Frischman and Graubaud. Old Men's Race: (1) Hammond, (2) Cross, (3) Doctor. Relay Race: (1) Frischman, Young, Kennedy, Graubaud, (2) Berthe, Hammond, Leyland, and Tharaud. High jump: (1) Frischman, (2) Wagner, Consolation Race: (1) Katzenberg, (2) Higginson, (3) Silow.

Dinner was served at five o'clock and the menu included steamed clams, bluefish, and broiled chicken with the usual entries and ice cream and watermelon. Personally, we had a good time and we think that Tom Jones and Charlie Postley should be handed unstinted praise for the by no means easy task of arranging so enjoyable a day's fun. Among the one hundred and thirty odd members and guests who were present, was Alex Menzies, New York manager for the Cambridge Glass Co., who had the honor of being the only charter member of the Association present. "Bob" Yarwood, buyer for Hager Bros. appeared at the frolic for the first time in eight years and there were a good representation of buyers present. A good time? We'll say so.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
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JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *135 Fifth Ave.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND & CO., *11 East 36th St.*
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HERMAN C. KUPPER, *39-41 West 23d St.*
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MADDOCK & MILLER, *39-41 West 23d St.*
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MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
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LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
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JUSTIN THARAUD, *24 West 23d St.*
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Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

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GILLINDER & SONS, Inc., *224 Fifth Ave.*
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LANCASTER (O.) GLASS CO.
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SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
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AS THE EDITOR SEES IT

DOES THE CONSUMER BOOST THE COST?

THERE are always two sides to any business proposition and condition and there are often several angles to most of the store problems, which the merchant must carefully consider in order to arrive at a practical understanding of various situations. The high cost of distributing merchandise is admittedly one of the most important phases of retail store keeping at the present time. And to many merchants it is also one of the most difficult to understand and particularly difficult to analyze. While transportation, high mark-up, and other things have been blamed for the high cost of delivering goods to the consumer, a very prominent merchant who heads a big department store, says that it is the consumer, and not the retailer who is responsible.

THIS merchant believes that "the unnecessary demands which the consumer is making on the distributive forces of the nation for the sake of her own personal conveniences," is the real and basic reason for this much discussed subject. Among the items which he cites are charge accounts, delivery, telephone orders and the great amount of time involved in exchanging merchandise. "It has been my observation, based on many years of contact with the consumer," says this well posted merchant, "that it is, as a rule, the customer, and not the retailer, who is responsible for the high cost of convenience. The merchant has learned that in dealing with a woman customer, he must at all times bear in mind that she wants it when she wants it, how she wants it, and where she wants it. Her favorite store is usually located in the heart of the shopping district, which means high rent; she looks to the merchant to anticipate her wants, so that she may be supplied when the spirit moves her to want them. And if the spirit becomes balky, the merchant at the end of the season, finds himself overstocked. Besides these wants she adds to the service, perhaps, by having the purchase charged and delivered."

THIS opinion, which is based on many years of merchandizing experience and upon a long and careful study of the situation, is a very logical summing up of the situation. In fact, the exhaustive report of the Joint Commission of Agricultural Inquiry substantiates the opinion of this prominent merchant. This Government inquiry does in pointing out that the retailer's profit averages but little in every line. Some merchants are, of course, getting away with a comparatively large profit, but it is significant that the average retailer's profit is unquestionably fair. This is true even in some lines which have been held up as profiteering lines by some loose talkers. Here are some facts. Three years ago the Business Research division of Harvard investigated retail prices and their findings pointed out, that among 305 department stores, located in 39 states, in Canada and Hawaii, the average profit was not over 1.8 per cent. Very recently the same source investigated the cost of conducting a retail grocery business with this result.

DURING a period of three years, the 443 stores reporting figures, showed total expense was 18 per cent. of net sales, gross margin 19.3 per cent. and net profit 1.3 per cent. In round figures this means in dollars, that of each $1,000 of net sales $807 was for merchandise sold. Of the remaining $193 gross margin, $180 of it was expended in store operation, leaving for the store owner a balance of $13 out of the $1,000 for net profit. We believe these figures are accurate. We also believe that retail merchants should explain to the public, through their advertisements, a concise statement showing what expenses enter into the cost of the goods they buy. Swift & Co. have been doing this for years in the meat line, and we believe ali retailers should acquaint the public with the true facts of the cost of consumer conveniences.

How About Your Sales Letters?

They Should Be Messages that Sell by Creating a Good Impression, Convincing Letters that Dispose of Your Product and Build Up Good-Will

RECENTLY I had the privilege of looking over letter manuals used by a number of progressive concerns that are taking an active and intelligent interest in the subject of better letters, writes E. P. Corbett in *Printers' Ink* magazine, from which we quote in part in this article. While these manuals are far from perfect, yet they furnish splendid evidence that business in general is making a determined effort to improve both its office correspondence and its sales letters.

There is, however, a serious weakness about many of these manuals. Too many of them are confined to what may be called the mechanics of letter writing. They take up in detail matters of punctuation, addressing, set-up of letters, abbreviations, spelling synonyms, misused words, paragraphing, etc. One might name a great many other subjects covered by the manuals, but mostly related to the mechanics of letter writing.

It seems to me that manuals covering the aforementioned subjects are far more applicable to stenographs and typists than to correspondents or sales letter writers. The correspondent, when he arrives at the point where he may be dignified by that title, should be at least fairly well informed regarding all these fundamentals. It should not be necessary to give the correspondent a grammar-school education. Yet the subjects covered do perform a useful function—there is no question about that.

Even a casual reading of such a manual will add to the mental content not only of the stenographer and typist but also of the correspondent. It will recall to them many things that they know but that have not been fresh in their memories. It will make them better stenographers, better typists, and to a certain extent better correspondents.

But it seems to the writer that very few manuals have in them that which will be of a very marked help in making a letter writer a better letter writer. There is much that is good, but it is of too general a nature. Here is a really good quotation from one of these manuals. (It might be well to say here that the only reason why names are not mentioned in connection with any extracts is because a number of these concerns requested that their names should not be mentioned.) The manual has this to say on courtesy:

"It takes years of effort and great expense for a business house to develop good-will with customers. Good-will is an asset of priceless value and in many cases is the most powerful influence in overcoming competition. And yet a single discourteous letter may destroy that invaluable possession and wipe out the results of years of hard work and costly effort. Cordial relations are never so firmly rooted as to resist the destructive influence of discourtesy in a letter. It is clearly obvious, then, how extremely important and necessary is unfailing courtesy in business letters. The quality of courtesy is expressed in an attitude of fairness, reasonableness, and consideration for the reader. Anger, excitement and sarcasm on the part of a complainant should be disregarded. A courteous answer, conveying a statement of facts concerning the subject of the complaint expressed in kindly, sympathetic language, will transform anger and hostility into cordiality and sympathy.

"It is not necessary to tell the reader that he is wrong or mistaken in order to convince him in the manual For before the correspondent can write good letters he must not only know a great number and variety of words but their proper use must be such second nature to him that he uses them fluently, and allows them to slip naturally into their proper places.

Even the orthodox college education does not solve the problem. The college teaches a broader general knowledge, but not all college men are good correspondents The writer has always believed that the letter writer must have some natural facility that leads him toward that profession. That is, if he is to shine as a letter writer. Diligent effort and study will enable any one of a fair degree of intelligence to write fairly good letters, but it will not develop the super-letter writer. It will generally be found that the letter writer of prominence is a student, a wide reader, a man or woman of close observation. The omnivorous reader is conversant with the proper use of words—he notes their relationship to one another and sees what combinations of words form forceful, terse, compelling sentences. In time he gradually develops the ability to use words in a convincing way.

As I have previously mentioned, the weakness of the various manuals, so far as the letter writer is concerned lies in the fact that they tell what should be done but very seldom tell how to do it. That reminds me of an alleged expert who once told a group of letter writers that one of the rules of good letter writing was to be perfect in logic. How perfectly simple that was. What a marvelous light it threw to brighten the path of the ambitious letter writer. After having that point made clear to him all that he had to do was to thereafter resolve to be perfect in logic. See how easy it is? Which of us by taking thought can add one cubit to his stature?

The way to write letters is to write letters. But it would certainly be a costly experiment for a concern to educate its correspondents by simply telling them to go ahead and attend to the correspondence. There must be some form of supervision over letters and letter writing and there usually is. But far too often that supervision is left in the hands of those who are not trained for the job.

This must not be construed as a reflection on our steemed correspondence supervisors. It refers more parcularly to the concerns, both large and small, who have o correspondence supervisors and who delegate the job) the heads of the various departments in which more or ess correspondence is conducted. A department head nay be a first class man in his line, but there is no reason) suppose that he is an exceptionally good judge of letrs. Yet he is the judge of the letters that go out of his epartment in a great many cases. A perusal of the eneral correspondence of a concern that operates in this ay will prove the truth of the writer's assertion that it is ot safe to leave the supervision of correspondence to deartment heads.

Then again, some concerns employ correspondence suervisors or advisors and give them little or no real uthority. They are supposed to use extreme tact and iplomacy in correcting the faults of the various correondents, and especially in their dealings with departent heads. But the poor correspondence supervisor ho has no real authority behind him can accomplish very ttle in concrete results. He may point out, advise, and iggest until he grows old and decrepit, but there will be mparatively little improvement unless he happens to ave the good fortune to be dealing with an exceptional dy of men.

Now why should supervision be the best way of eduting a letter writer? Simply because when the supersor sees a letter that is poorly written, that isn't strong forceful, that lacks tact, that shows no evidence of sinerity and desire to please, or that has a multitude other faults, he can dissect the letter in the presence its writer and point out these faults. He can also show w these faults can be overcome. That is precisely what should do. It brings home to the letter writer, in a ay that nothing else can do, his own weaknesses and dects. But more than that it shows him the proper way writing.

It is no easy task to show a letter writer how to get the rsonal tone in his letters, how to express courtesy, goodill, sincerity, cheerfulness. Yet it is worth while, and if e supervisor does his work well, he can see the men unr him grow and improve from week to week.

Good and Bad Letters

Think what opportunities for harm there are in the swering of inquiries. Here is a correspondent at his sk with, let us say, forty inquiries to answer. Each of ese inquiries represents a potential sale. The initial rk of the sale has been done. That is evidenced by the nding in of the inquiry by the prospect. If the correondent is thoroughly experienced at his business and alizes fully the importance of the task before him, he ll put every bit of tact, cheerfulness, sincerity, knowlge of his product, desire to serve, etc., into his answer at he possibly can.

He will try to make the prospect feel that the company ally appreciates his inquiry and has his interests in mind. I he does this, he stands a good chance either to make the direct sale or to insure a favorable reception to the salesman, whichever may be the plan followed by the concern in question.

But suppose he is not a master of words. Suppose he is not versed in all that goes to conveying an intimate personal message to the prospect. On that single day's work he may cost the company hundreds of dollars in potential sales. He may close the door in the face of the salesman. Yet in view of all this, the writer noticed an advertisement in the classified columns of a local paper the other day that read as follows: "Wanted, a Sales Correspondent. Must be able to compose his own letters. Must be experienced, able to use a typwriter, and be both tactful and forceful. Salary, $32.50."

Is it any wonder that more capable people do not take up this fascinating work, when such alluring possibilities in the way of salary are offered? True, the exceptional letter writer will climb to the top of the ladder. Yet I venture to say that there is a considerable number of really first-class letter writers, men and women, who annually save or make for their company many thousands of dollars through the letters they write, who are filling obscure positions at low salaries simply because their otherwise progressive employers do not realize that there is more to a letter than the pounding of a typewriter.

There is a real fascinating in trying to write a letter that may lead the other fellow to think the way you want him to think. But that isn't all. A letter comes to our desk addressed to us. What delightful possibilities it contains! It may give us the glad tidings we have long hoped for. It may bring us news that will gladden our hearts. It may contain an offer that will change our destiny. We can never know until we open and read it. It is this that opens the door of opportunity to the sales letter.

Every man or woman who dictates a letter on company business is writing a sales letter. The company is going to be judged by someone through what is in that letter. It may be for good or ill, depending upon the thought put into the letter. Furthermore, every stenographer and typist has an important part in making letters worthy representatives of her company. A splendid letter can be practically ruined if it goes out dressed in a shoddy fashion. The appearance of the letter is the first thing that strikes the eye of the reader. The typist who conscientiously does her part to make the letter attractive in appearance can truly feel that her work is important and worthy of respect.

I must confess that I have rambled a bit in this article. I started to talk about letter manuals and dropped into more or less romance and possibly philosophy, but I may be excused on the ground that the subject is a big one—the infinite possibilities of the letter. The concerns which issued the manuals I have referred to have taken a step in the right direction. Some of the manuals are really good, but the poorest is far better than none at all. That may sound like damning them with faint praise, but it is probable that each individual who had a hand in preparing these letter manuals was oppressed by the feeling of

how inadequate any booklet is to cover a big subject such as letters.

I wish that I had the power and could pen words that would ring in the very depths of every executive, so that he would allow nothing to stand in his way until he had achieved in his organization the very ultimate in good letters. I wish that I might make the executives realize that it would pay them well to employ skilled talent in their correspondence departments and that the salaries of their correspondents should be rated according to their ability. When letter writing is accorded its proper place in the world of business and letter writers can see before them a way that leads to a real salary for worthy work, then we shall have men and women of high calibre taking up the work, and business will receive an extraordinary impetus.

Retail Trade

Following will be found a summary of sales of mail-order houses for June and July this year, with comparisons:

Mail-order	July, 1923	July, 1922	June, 1923
Sears-Roebuck	$14,960,939	$12,244,961	$13,333,349
Mont. Ward	7,491,908	5,110,163	11,612,004
Total	$22,452,847	$17,355,124	$24,945,353

Mail-order	Seven months 1923	1922	Change
Sears-Roebuck	$121,738,196	$94,748,186	I 28.5
Mont. Ward	71,928,928	46,910,634	I 53.3
Total	$193,667,124	$141,658,820	I 36.7

Total mail-order sales in July were 10 per cent. below those in June, but 29.3 per cent. above those of July last year.

Wholesale sales in June, according to the Federal Reserve Board's index, were 4 per cent, greater than in May and 9 per cent. greater than in June, 1922.

The following table, made up by the Federal Reserve Bank of New York, shows the condition of retail trade and stocks, mainly of department stores, in June, in different districts:

District	Comparison of net sales with corresponding period last year. June	Jan 1 to date	Stocks end of June compared with Last year	Previous month
Boston	I 10.0	I 7.7	I 5.3	D 6.1
New York	I 10.8	I 8.1	I 4.8	D 7.8
Philadelphia	I 23.4	I 16.9	I 9.2	D 6.4
Cleveland	I 22.1	I 19.9	I 11.0	D 4.3
Richmond	I 14.5	I 10.7	I 10.1	D 5.4
Atlanta	I 18.4	I 12.7	I 8.9	D 6.0
Chicago	I 18.2	I 15.9	I 9.0	D 8.7
St. Louis	I 11.6	I 11.6	I 11.5	D 5.1
Minneapolis	I 9.3	I 9.6	I 8.7	D 5.1
Kansas City	I 6.0	I 6.6	I 3.6	D 8.1
Dallas	I 3.5	I 5.7	I 8.1	D 6.1
San Francisco	I 13.9	I 15.1	I 11.7	D 4.5
United States *	I 14.2	I 12.2	I 8.0	D 6.4

* Four hundred and eighty-nine stores reporting.

The following table shows the changes in value of retail trade as reported by the New York Federal Reserve Bank, the average monthly value in 1919 being taken as 100:

	Dept. Stores	Mail Order	Chain 5 & 10
1922	306	4	4
January	90	65	95
February	80	59	101
March	102	84	118
April	112	77	135
May	116	70	130
June	107	69	127
July	80	58	126
August	87	57	130
September	106	75	136
October	130	109	157
November	130	110	152
December	186	108	279
1923			
January	100	89	116
February	89	84	117
March	122	113	163
April	117	102	143
May	126	97	155

Naples As a Market for American China

The high retail price of good table china and porcelain in Naples indicates that there is a market here for American goods of this character, writes Consul General Hoover N. Byington. There is much decorative china of a very high quality made here and sold at prices lower than those of equivalent goods in the United States. Most of the pottery is made of terra cotta, although certain pieces, notably the cheap tableware, is made of a rather coarse white clay that is dug locally. This last is not cohesive enough to stand fine treatment and in consequence the table china made therefrom is heavy and rather clumsy. The better grade of table china made in Italy is from English and Dutch clay. The prices for complete sets for six people run from 600 lire ($30) to 2,000 lire ($100). Sets for 12 people are priced variously from 3,000 lire ($150) to 10,000 lire ($500). The quality of this ware, while in no way remarkable, is good. American china of the same or approximate grade would, it is estimated, cost 30 to 40 per cent. less. It is impossible, in the absence of expert examination, to state the exact comparison, but the percentages given are believed to be conservative. A list of dealers in Naples, Italy, may be obtained from the Bureau ofForeign and Domestic Commerce, Washington, D. C.

NARCISSUS

French grown

PAPER WHITE GRANDIFLORA BULBS

For growing in bowls

CONTENTS

Sizes	per case	Prices
12-15 c/m	1250	$15.50 per 1000
13-15 "	1250	18.00 " "
14-16 "	1000	21.00 " "

50c per 1000 less on orders for 10 cases. WRITE FOR REDUCED PRICES on larger quantities.

NOTE the extra large grading, packed in standard size cases.

Prices understood F.O.B. cars New York, packing and all charges included—no extras.

Terms, 60 days net, less 2% cash 10 days.

McHUTCHISON & CO.

95 Chambers St. New York, N. Y.

CAUGHT IN THE NEWS NET

PASSENGER sailing for Europe aboard the *Resolute*, on August 7, was George R. Wheelock, president of C. E. Wheelock & Co., Peoria, Ill., made his departure after spending a number of days e New York market. He expects to be away for months on a combination buying and pleasure trip. Wheelock accompanied him.

King Irwin, the well known manufacturers' repretive, is combining business with his vacation this Accompanied by his family he is on a two weeks' r trip to Pittsburgh, where he will visit relatives. there he is making side trips to the National China Salineville, O., and the Paden City Glass Mfg. Co., n City., W. Va.,

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lliam Warrin, associated with his brother Edmond- Varrin, china and glassware decorator, said one of nost beautiful services he ever attended was the orial Service for President Harding, held last Friioon, at the Pennsylvannia Hotel, by the National cil of Traveling Salesmen's Associations. He said t was decidedly the most impressive sight he had seen and that it spoke volumes for the organization whose auspices it was given. Besides Mr. Warrin were several others identified with the china and ware business in attendance.

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rman Henjes, of the Theodore Haviland & Co., tra- staff, left on Monday on an extended tour of his ory in the South and Coast.

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onard Stock, of the Herman C. Kupper sales , is back at headquarters after putting in two s in Sullivan County, where his pet diversion was g rattlesnakes; in fact, the county authorities have red an offer to create a position of official snake minator for him.

Pasmantier Adds To Capacity

e capacity of the decorating department of John smantier & Sons business, 5 West 20th Street, gain been increased by the addition of another brick kiln, which now gives the concern four in all, and naturally a considerably larger production of decorated ware, the big demand for which necessitated the building of the new kiln to take care of it. In order to provide for the larger kiln capacity a new gas meter has been installed which passes 6,000 feet of gas per hour.

The new kiln was fired off last Thursday and it was made the occasion of somewhat of a celebration by the concern who invited several of their friends in to celebrate the event.

New Million Dollar Store for Davis

The new William R. Davis & Bro., Department Store, San Francisco, Cal., with seventy departments occupying 75,000 square feet of floor space, will soon be a factor in the business of San Francisco's mission district. Contracts have been let and building operations were begun August 1. It will cost about $1,000,000 to erect and equip the store. The accepted design is a style of architecture typical of the best period of the Spanish Renaissance as typically adapted to California conditions.

The arcade extending over the entire front of the building will be 40 feet deep. The ceiling of the arcade will be treated with ornamental panels. The floor will be patterned in rich tile. Show windows will be of marble and plate glass.

The store will be located on the west side of Mission Street, near Twenty-second, intercepting the commercial stream of two main traffic arteries of the Mission district. This block is considered by merchants to be the most desirable section of the Mission today.

The firm has occupied a part of the building involved in the present lease for the past six years. The new Davis building will occupy practically the entire site of the present structure with a frontage on Mission Street of 130 feet.

William R. Davis commenced business in the Mission district nineteen years ago, in a store that could be comfortably housed in one of the departments of the new institution. He has been for years an active figure in the development of the Mission Merchants' Coupon Co., and has been its president for nine years. In 1917 he became president of the Mission Street Merchants' Association, which he reorganized and of which he served as president for two years. Since his own administration he has been chairman of the co-operative advertising campaign by which the association has built up tremendous prestige.

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are Doing to Promote Trade in China, Glassware and Allied Lines

By Beatrice Miller Wisner

A MOST interesting exhibit of glassware service is displayed in the Antique Department, Mrs. K. Tysen, buyer, John Wanamaker, fourth floor Old Building. Numerous tables delightfully arranged showing colored glassware and unique centerpiece ornaments for floral decorations occupy the center of the room. One table features green glassware; goblets and plates of thinnest glass are placed at each cover while green vases and green centerpiece ornaments filled with the daintiest glass fruit, grapes, etc., adorn the center of the table, another table displays a beautiful shade of blue glass, the central floral ornament being a graceful swan of the same shade of blue as the service pieces. This makes a most noticeable decoration. Another table has blue pottery tall candlesticks and vases for the central decoration with white crystal goblets and plates at the cover places. One very attractive table is gorgeous in rose pottery with white crystal also for the service; goblets and sherbet glasses. Immense prism candelabra adorn the end of the room and exquisite lamps are lavishly placed about the sides and entrance. The whole department shows a careful study of interior decoration and harmonious fittings.

Lamps have a most compelling influence judging from the enthusiastic reception of the deligthful stock recently shown on sale at Bloomingdale's, from Nap. A. Cusson, 256 Fifth Avenue, which were specially offered at reduction prices. The assortment included unusual lamps and shades in a variety of patterns, designs and classic styles seldom displayed at cut prices. This sale was only one more of Bloomingdale's special inducements, well ordered and featured for the public's benefit.

Ovington, "The Gift House of Fifth Avenue," is featuring a most attractive window. At either side of the window huge green glass vases lend a note of distinction to the setting, while in the center are well placed numerous dessert plates with green and gold banded decoration and hand painted cupids in pastel colors characteristically posed. The foreground of the window is devoted to green glass strawberry service dishes, artificial glass strawberries and leaves gracefully placed at the side of the small plates, make a very appetizing decoration. The entire window presents a most seasonable effect, intensifying the green color, which is refreshing and cooling during the hot days of early summer.

A summer sale of American Porcelain Sets at substantially reduced prices is attracting attention at Stern Brothers in the Glass and China section, George Minard buyer. American Porcelain Dinner Sets 105 pieces, colored border of small roses between gold bands on black ground, gold traced handles, open stock at $29.50, American Porcelain Luncheon Sets, 32 pieces conventional border, gold line edges, with matt gold handles open stock at $12.06, are exceptional values. Also shown in this department are Iridescent Lustre Iced-Tea Sets, optic effect glass, with covered jug and 6 tall tumblers to match at $3.95, also iridescent table glassware, optic effect water goblets tall or low, fruit salad, cocktail, wine glasses and iced tea or lemonade tumblers at 38 cents, bringing these unusual glasses within the reach of every purse.

A section of the lamp department, third floor Abraham & Straus, Lee Moses, buyer, is devoted to numerous lamps well designed and suitable for the summer cottage or bungalow. Some desirable lamps at $6.75 have shades of imported Glazed Chintz, in lovely patterns, boudoir lamps with parchment shades, the popular Hawthorn pattern on the base and duplicated in the shade at $3.75 floor lamps, mahogany finish, at $10.75, Davenport floor lamps with round or oval Georgette shades at $16.95 and iron bridge lamps at $6.70 are a few special models at attractive prices shown in this division.

Saks & Company featured a special sale of Thermos Bottles at $1.85. These extraordinary bottles with quart capacity and corrugated nickel outside to facilitate handling, are a remarkable value at the advertised price and a suitable attraction for the summer tourist or camp outfit. This sale was a big opportunity to procure a real good bottle at a price consistent with the most conservative pocketbook.

In the Lamp and Gift Shop, Gimbel Bros., Mrs. L. Bowser, buyer, there is a collection of extremely novel lamp shades lately imported by the firm from Paris. The assemblage consists of the very latest models in diversified shapes and styles, suitabl efor bridge, boudoir or bedside, also bulb covers in two new colorings and silk candle shades with French panels at $1.95. Pleasing Boudoir Lamps, black pottery base wit hnew bell-shaped French panel shade, at $7.50, and Bedside Lamps porcelain finish (Black, Rouge, Ivory or Blue), on Metal, with Straight Empire panel shade at $12.50. Other styles in bridge lamps, prices from $8.50 to $25, show very artistic and graceful modeling. The Parisian designs in panel effects are enticing and well adapted to artistically furnished interiors.

What's New in the Market?

Here are a Few Answers to This Question to Post Buyers on New Offerings

deal Cut Glass Co. Display New Rock Crystal Line

Conspicously beautiful and attractively priced is the ew line of light weight glassware in rock crystal cuttings f the Ideal Cut Glass Co., displayed through the month f August, by F. L. Morecroft, Room 362, Hotel McAlpin. Including a complete range of tableware items, his new line embraces a notable selection of graceful hapes. On light weight blanks of excellent quality, the ock crystal cuttings in the form of a graceful floral esign with long stems, creates a dainty decoration with ombined with brilliancy. Especially appealing are the andled vases in shapes suggesting the amphorae of the reeks, nicely modeled refreshment sets, bowls and stemare. A number of new shapes in items of popular deand are also shown in the famous "Diamond Pointettia" line, among which are some very appealing vases. n addition to these numbers the visiting buyer should ot overlook the sales possibilities of the items which re grouped under the head of "Specials for $5 Sales." n these days of quick turnover merchandise, the items ffer interesting leaders for pepping up Fall glassware ales.

rench Narcissus Bulbs As Money Makers

Having been in the bulb growing business for a decade, oth in Europe and America, F. Rynveld & Sons, 61 esey Street, know quality bulbs. For the past few easons, Glassware Departments, Gift Shops and Spealty Shops, have featured bowls and bulbs with very atisfactory results. It is small expense to fill any ordiny bowl, with the desired quantity of bulbs, only costing few cents. The container can be retailed at a subantial profit when so filled and it also makes an enticing bject. F. Rynveld & Sons, have just received the first ipment of French Narcissus bulbs and are ready to ke either small or large orders for immediate delivery. Many candle manufacturers handling bowls, are offering ulbs with the receptacle in order to sell the bowl more adily, and many Gift Shops are putting up bulbs in nvelopes and distributing them for gifts, proving a ry attractive token. The above concern is also offering ulb Fiber and a variety of Decorated Bowls and Glass ontainers at attractive prices.

Attractive Tea Sets

A most persuasive assortment of Bavarian china is displayed at the salesrooms of M. Rosenbaum & Sons, importers, 32 Union Square. The assortment includes Tea and Luncheon Sets, 23 pieces, in dainty colorings, and a fine line of cups and saucers in various decorations, conventional patterns and banded effects. The Teapot Creamer and Sugar show a very unusual and unique shape, being low and broad at the base. The colors are very attractive; rose, gold line decoration with gold knobs, rose and white, gold tracings, yellow; most striking with black handles and spout, the body in panel effect with fine black line decoration, and iridescent and blue lustre, also showing black spouts and handles. They are packed 12 sets to a case of the four mentioned designs. Numerous small china gift objects, marble ash trays and cigarette holders add novelty to the exhibit. An inspection of the line should prove highly compensating and interesting.

Zane Line Replete With Good Sellers

In room 241, at the Imperial Hotel, R. L. Tignor, Eastern and Canadian representative, is holding forth with one of the most thoroughly attractive lines from the Zane Pottery Co., manufacturers of art pottery, that the concern having turned out for many a moon. When business was dull with others at the Merchandise Fair, Mr. Tignor was kept busy writing orders, which is an illustration of the enthusiasm the line has created in the trade. One of the new features of the exhibit, is a decorated line on mirror black. The decoration, executed by hand, in a most artistic manner, consists of dainty floral sprays in delicate colors. The taste with which the treatment has been employed, is worth special mention, the artist adding to the effectiveness of the pattern, by carefully refraining not to overdo, thus giving the ware a refinement that would not have been attained otherwise. There are vases in a variety of shapes and sizes, candlesticks and a number of exclusive novelties included in the line. There is also an extensive display of vases and lamp bases in various beautiful color effects. Standing out among these is a new production of the factory in a reproduction of the famous Chinese minute powder maroon.

Golf Game Postponed

Owing to last week being a week of National mourning on account of the death of President Harding, the Pottery Glass & Brass Golf Association, postponed their August tournament, which was to have been played at the Forest Hill Field Club, Soho, N. J., last Thursday, to today (Thursday), August 16th.

British Exports and Imports

The foreign trade in British products for the month of May, 1923, as compiled by the *Pottery Gazette* of England, are as follows:

EXPORT OF CHINA, EARTHENWARE AND GLASSWARE

	Month Ended May 31 1922	1923
	cwt.	
POTTERY:		
To France	10,397	10,007
" U. S. A.	20,102	70,744
" Brazil	6,635	5,201
" Argentine Republic	30,591	47,211
" British South Africa	11,613	8,587
" British East Indies	21,002	47,915
" Australia	11,639	15,937
" New Zealand	6,683	5,893
" Canada	33,157	59,308
" Other Countries	75,924	155,428
Made up as follows:		
Porcelain, Chinaware, and Parian	1,260	1,764
General Earthenware, Semi-Porcelain and Majolica	59,821	85,280
Stoneware	2,101	3,418
GLASS:		
Illuminating	314	817
†Domestic and Fancy	822	2,187
Bottles and Jars ....gross	29,986	24,024

IMPORTS OF CHINA, EARTHENWARE AND GLASS

POTTERY:		
Porcelain, Chinaware and Parian	1,713	924
All other	22,506	31,132
GLASS:		
Illuminating	12,281	35,885
†Domestic and Fancy	41,459	86,033
Bottles and Jars ....gross	119,759	.....

†Including cooking utensils, table glassware, ornamental glassware.

RE-EXPORTS OF CHINA, EARTHENWARE AND GLASS

POTTERY:		
Porcelain, Chinaware and Parian	103	43
All other sorts	116	345
GLASS:		
†Domestic and Fancy	256	620
Bottles and Jars ....gross	392	1,590

†Including cooking utensils, table glassware, ornamental glassware.

Big Stores of South in Merger

As the result of a merger with stores of New Orleans and Memphis, Loveman, Joseph & Loeb's big department store will be controlled by outside interests. Announcement is made that this store will form one of a chain which includes the Maison Blanche Co., Ltd., of New Orleans, and B. Lowenstein & Bros., Inc., of Memphis, Tenn. S. J. Swartz is president of the Maison Blanche Co., Ltd., and about two years ago acquired control of B. Lowenstein & Bros., Inc.

It is announced here that the management of Loveman, Joseph & Loeb, will remain the same as it has been in the past, and that the same lines of goods will be carried. For a number of years this has been Birmingham's leading department store and one of the largest department stores south of the Ohio River. There are a number of stockholders in Birmingham of the Loveman, Joseph & Loeb firm, and the plans of the merger are being taken up with them. However, the largest block of stock in the store is owned by the estate of the late A. B. Loveman.

Glass Factory Burned

The entire plant of the New Cumberland (W. Va.) Glass Co. was destroyed by fire at 6:30 o'clock last Monday morning, just one half hour after the shop resumed operation following a summer holiday. The origin has not been determined. The plant was valued at $30,000 and insurance was carried to the value of $23,000. It was impossible to get water to the fire, no one knowing why the main was " dry." The company has been making lantern globes and chimneys, and was prepared for a steady run.

Dolls Still Lead Toys

From many accounts, the talking and walking " mama doll " will again be a leading item in the holiday business. Some retailers have been disposed to feel a little uncertainty about the matter, but the bulk of the stores, as evidenced by the orders placed with manufacturers thus far, are of the opinion that it will " take " just as strongly as it did last season. They point out that the attractions of the doll are such to the child that it has virtually become the staple in the doll line. This is further shown by the action of some manufacturers in giving up their old numbers in order to concentrate production on the " mama " type. Some in the trade look for further improvements in the voice mechanism, both as to the quality of sound and durability and also to more words being spoken. If such an improved product is placed on the market it will command the attention of the entire trade, it is said, and further solidify the position of the doll as a large seller.

The "DAZEY" Flower Holder

(PATENTED)

" WILL SAY IT WITH FLOWERS BETTER "



The three distinct advantages of the " Dazey " over any other flower holder made are:

First, allows the stems of flowers to be set in at any angle, giving opportunity for display of full natural beauty and effect.

Second, is heavy, strong and durable, and design prevents upsetting.

Third, is cast of a metal that will not rust or corrode, and will not mar or scratch the finest container.

Made in four standard sizes: 5¼, 4, 3¼ and 2¼ inches in diameter, and in five finishes: Foliage green, electroplate bronze, satin silver, gold lacquer and ivory enamel.

Retails from 50c to $1.50, allowing a liberal margin of profit.

Write for Illustrated Folder and Price List

DAZEY FLOWER HOLDER CO.
839-845 East 31st St.
Los Angeles, Cal.

N. M. CROSETT
Eastern Sales Agent
Room 609, 1123 Broadway
New York City



WHAT THE POTTERIES ARE DOING



NOT a wheel in pottery in this district turned last Friday afternoon, as a silent tribute to the memory of the late President Harding.

W. Edward Wells, of the Homer Laughlin China Co., delivered a memorial address in the Jewish Synagogue here, at the time memorial services were also being held in the First Presbyterian Church.

The local pottery district held Mr. Harding in high esteem. He was known personally to every manufacturer identified with the United States Potters' Association. Not only that, but he has been a guest of the city, and upon his last visit here was entertained at the Elks Home.

As exclusively announced in the CROCKERY & GLASS JOURNAL a fortnight ago, when the news was given of the placing of the Homer Knowles Pottery Co., Santa Clara, Calif., in the hands of a receiver, that arrangements would be made to place the plant in operation soon.

The concern was thrown into bankruptcy by four of probably 80 creditors. The liabilities have been placed at $60,000 and assets at $75,000. The plant cost upwards of $180,000. According to Mr. Knowles the action was taken by the creditors without his previous knowledge, and that hope of straightening out the affairs of the corporation seem bright.

Activity in all generalware shops continues unabated. Demand for all lines of merchandise, such as open stock dinnerware, dinner sets, plain and white goods and hotel ware is just as active as ever, although there are occasional days when the receipt of new business is rather slow—a situation of course to be expected at this season of the year.

J. B. McDonald of the Knowles, Taylor & Knowles Co., and T. A. McNicol of the pottery of that name, together with Charles R. Boyce of the Harker Pottery Co., had a committee selected to raise a fund of $5,000 to be used in an Armistice Day celebration here Nov. 12. Over half of the amount has already been subscribed. It has been proposed to have T. R. Roosevelt, son of the former President, speak here at that time.

It is considered very likely here that a number of hotel china lines will be displayed in New York, the week of Nov. 19-24, at which time the New York Hotel Association will be in session. Several china manufacturers are making their plans with this end in view.

Committees have been selected to look after preliminary arrangements for the annual meeting of the American Ceramic Society, scheduled for Atlantic City, Feb. 4-8, 1924. Charles Howell Cook, of the Cook Pottery Co., Trenton, N. J., is a member of the executive committee, while D. W. Scammel, of the Maddock Pottery Co., is a member of the committee on hotel accommodations. C. S. Maddock, Jr., is a member of the finance committee. Ira Sproat, formerly in charge of the research department of the Sebring Pottery Co., is chairman of the committee in charge of exhibits.

J. W. Hipplewhite, formerly located at Manville, N. J., is now in charge of the research department of the Edwin M. Knowles China Co., with laboratory at the Newell, W. Va., plant.

The new office building for the Sebring Pottery Co., at Sebring, O., will be ready for occupancy within a very short time. The addition to the plant was erected so that the old office space could be converted into factory purposes.

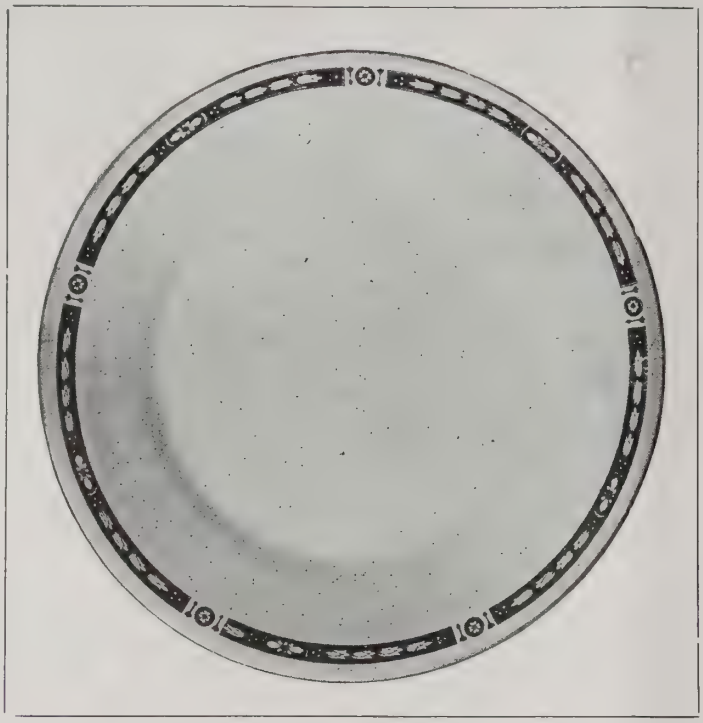
It is violating no confidence at this time to relate a little story about the late President W. G. Harding when he was in Chicago during the National Republican convention. About the Harding headquarters, T. A. McNicol, of the T. A. McNicol Pottery Co., could always be found. After the name of Mr. Harding was presented to the Convention, Mr. McNicol said to Mr. Harding: "Senator, you're going to get the nomination, I'm as sure of that as anything."

"Tim," came from Mr. Harding, "I've known you for many years, and I never knew you to pick a loser."

Both men had a hearty laugh, but eventually, the nomination did go to Mr. Harding.

Demand for hotel china is quite brisk, and as a result the plant of the Mayer China Co., at Beaver Falls, Pa., is operating to capacity. The open stock patterns are in active movement, as well as exclusive designs, which are required for hotel and club services.

A number of mail inquiries were received by local manufacturers during the past week, seeking information about fall and holiday deliveries. It appears that buyers are anxious to not only keep stocks up to normal, but desire to anticipate future demands at an early date, so that deliveries can be guaranteed. There is a host of fall and holiday orders now on file, and these will be forwarded in the order of their receipt.



MERCER
Underglaze Decorated
Hotel Ware
Half-Thick :: Roll Edge

A new and distinctive underglaze print

"LAUREL"

Printed in bright green under our rich hard glaze.

Every hotel supply house should have at least a sample line of this decoration which is selling wherever it is shown.

Write for samples which we will gladly supply free of charge.

CHICAGO OFFICE: ROOM 408, GARLAND BUILDING, A. G. HALLGREN, REPRESENTATIVE

MERCER POTTERY COMPANY, Trenton, N.J.



Paperwhite Narcissus Growing in Water

FRENCH PAPERWHITE
NARCISSUS BULBS
Are Cheaper This Year

12 ctm packed	1250	to case	per	1000			$15.00
13 ctm	"	"	"	"	"	"	$18.00
14 ctm	"	1000	"	"	"	"	$21.00

F. O. B. New York—Ready Now

We are the largest direct distributors to the American trade

F. Rynveld & Sons
61 Vesey Street, New York City



GLASS FACTORY ACTIVITIES



WITH the wage scale in the flint glass industry adjusted in a major way for the 1923-4 fiscal term, there is reason for believing that selling ts will be sooner or later adjusted to meet the new nditions that have arisen. Before the annual wage con- rence at Atlantic City, it was the opinion that discus- ns would result in former wage lists being re-affirmed r another season, but arguments were so pointed on e side of the workers that a slight advance was ul- nately agreed to by the manufacturers.

The final result, however, came as no surprise to buy- s, who discounted the result of the conference, believ- g that the glass industry sooner or later would be com- lled to maintain a wage scale in keeping with advances many other lines of industry. This is just what hap- ned.

Factories have sufficient business on file to insure ady operations for months to come and for some time voices have been made out at prices prevailing at time shipment. This rule will very likely continue.

The plant of the former Coshocton (O.) Glass Co. has en taken over by Bellaire, O., interests, and within a w weeks the shop will begin the production of tumblers d containers. The plant was taken over about a year o by local interests, and after being operated a brief riod was sold to Bellaire operators.

Manufacturers of jelly tumblers in this district report e most active season in many years. This situation me about because of the enormous small-fruit crop, nich is reported to have been heavier this season than r quite a time. Packing houses have been heavy buy- s of the full line of containers, while department store yers, jobbers and wholesale grocers have also pur- ased on very liberal scales.

In order to better serve their customers, the Kaufman Baer department store, Pittsburgh, is installing escala- rs to the seventh floor, which will prove of great benefit the china and glass department. This improvement ill relieve the elevator crush incident many times during e day to this department.

Glass factories in the Pittsburgh district, in keeping ith other industries, were silent for a period Friday ternoon of last week, and during the hour of the funeral the late Prseident W. G. Harding at Marion. Offices some of the plants were closed during the entire after- on. In short, a general half holiday was observed by e industry hereabouts.

According to word received here by local jobbing interests, production at the plant of the Bellaire (O.) Enamel Co.'s plant has been suspended for several days pending the result of conferences between the firm and committees representing the workers, who have asked for an increased wage, and the re-appointment of the factory manager, who recently retired.

Quite a large amount of business has been offered all factories making a soda fountain line this season. Wholesale confectioners and wholesale druggists have been large buyers of the general list, while the general jobbing trade has also bought more of the line this year than formerly. It has been pointed out that the constant growth of soft drink places has had much to do with this new demand for soda fountain requisites.

The affairs of the North Wheeling (W. Va.) Glass Bottle Co. will be inquired into at a hearing scheduled before Henry H. Pendleton, Commissioner in Chancery of the Circuit Court of Ohio County, W. Va., at Wheeling, Friday afternoon, Aug. 24th, at 1 o'clock p. m. Operations at this plant have been suspended for quite a time.

Throughout the first six months of the current year, production at the plant of the New Martinsville Glass Mfg. Co., New Martinsville, W. Va., was kept at the peak. Now with the third quarter at hand, there is no let up in the receipt of new business, which will compel the company to operate at capacity as formerly. Future orders are in very liberal quantity, the entire line as it was shown at the Ft. Pitt last January being in active request. Their new cut lines are also proving popular with the trade.

It is quite noticeable this year that department store buyers have not been in a position to pick up the old fashioned "sales" lots of merchandise from glass factories as has been the custom in years gone by. This was clearly indicated as late as last January, when first inquiries for such goods were made. The manufacturers have been at work on orders all through the season, and there has been very little ware available at special prices for sales purposes. Some popular priced lines have been bought for such sales events, but when it comes to merchandise at reduced prices as it was bought formerly, the goods were not to be had. Here and there some job lots have been picked up—as there always will be—but this ware is the accumulation of items after orders have been filled.

BOSTON OFFICE
98
MAY STREET
NEEDHAM
MASSACHUSETTS

BOSTON NEWS NOTES

By
R. B. Hemenway, Representative

CROCKERY and glassware dealers in all parts of New England, joined with merchants in every other department of business in the country-wide tribute to the late beloved President Harding. As elsewhere, all establishments were closed for the entire day of the funeral and in some cases, did not open again until Monday morning. There was services in all churches and many of civic nature in every hamlet in the five states of the section. Tributes were paid by city, state and town officials, not only to the ability of the late President, in his executive capacity, but to his dominant qualities of good-nature, kindness and citizenship. In accordance with a proclamation by Governor Cox of Massachusetts, all traffic which was not unavoidable, ceased during the burial service at Marion. Resorts such as the beaches and amusement parks were closed.

As the result of the day of national mourning, together with the day immediately following, a Saturday, there were only four actual working days in the week for most of the trade. The department stores in this section do not begin to keep open on Saturdays until the first week of September. For this reason, many crockery and glass dealers shut up shop on Thursday evening and did not re-open until Monday morning.

The store of Morse & Bigelow, at Marlboro, dealers in household furnishings, was damaged by fire to the extent of $40,000 last week in a blaze which for a time threatened to destroy also the Highland Hotel next door. The fire started, it is believed, from spontaneous combustion. The entire upper structure of the store was burned completely and the lower floor was badly gutted. Stock valued at approximately $22,000 was destroyed. The firm is one of the oldest business concerns in the district having been established more than three generations ago. The loss is covered by insurance.

Charles H. West, president of the Westmoreland Specialty Co., Grapeville, Penn., was a visitor in this city during the past week. James J. Poramard, treasurer of the concern was here at the same time, being on his way to his summer home in Maine, where he expects to remain until after Labor Day.

Mr. Buttner, president of Buttner & Co., Plymouth was in Boston for a few days last week.

H. F. Hunt, of the firm of H. P. & H. F. Hunt, who has been on a two weeks vacation at Falmouth, will extend his stay at the Cape Cod resort for another week. The H. P. part of the firm says he thinks that the fish, or the blue berries must be biting good down that way to keep H. F. away so long.

George McKinney is enjoying a two weeks' vacation at Old Orchard Beach, Me.

C. Johnstone, of the S. E. Jordan Co., is enjoying several restful weeks at Sandy Island, Lake Winnepesaukee, N. H.

Frank I. McBride, who, with M. A. Lovell, looks out for the United States Glass Co.'s interests in this city, has just returned from a ten days' vacation.

Work on remodelling the building built about twenty years ago for Henry Siegel, for one of his department stores is nearing completion. It has since acquired the reputation of being the prize "white elephant" in real estate circles. After the Siegel interests had vacated the premises, it was leased to W. & A. Bacon, one of Boston's oldest merchandise firms. After several years of unprofitable occupancy, the Bacons were forced into bankruptcy. From that time to the present, the building has been put to no use at all save as a storage warehouse and for the last three years as a headquarters for the United States Veterans Bureau. Present operations were begun several years ago, with the view of dividing up the structure into offices and stores. Several real estate firms have attempted to push the proposition through to conclusion but have been forced to give it up. The problem has now been apparently solved by the decision of Marcus Loew to operate another of his chain of theatres there.

C. P. Sullivan, buyer for the R. H. White Co., says that his concern has done away with the practice of holding sensational cut-price sales in his department and is concentrating on the effort to round out a well-balanced business in crockery and glassware. No special effort is being made toward moving any particular kind of stock, but it is being attempted to boost all branches uniformly. Mr. Sullivan anticipates big business by the middle of September, when the shopping brigade begins its annual fall onslaught. During the past three months, of course, the White Co. has found general conditions as dull as the next concern, but has managed to keep things enlivened through the sale of seasonable items. The returns from the sale of these articles, Mr. Sullivan says, have not been enormously profitable but the fact that the stock was kept on the move was something to be thankful for.

E. B. McBeath, of the E. S. Brown Co., is spending his vacation at St. John, N. B. He expects to be gone for several weeks.

Boston Notes Continued

J. W. Shepard, of the T. W. Rogers Co., is at Sutton, N. H., for a short vacation.

George Turner, buyer for the Timothy, Smith Co., has also joined the vacation club. He is spending his at Cape Code on a swimming and fishing excursion.

"Bob" Hicks, who travelled New England territory more than two decades ago for the firm of Matthai-Ingraham, Baltimore, Md., was here last week looking up his old friends, "Bob" is now with the Philadelphia office of the National Enamelling & Stamping Co. His many boosters and well-wishers among the old-time crockery and glass men in this vicinity join in wishing him a wealth of success.

The Jordan Marsh Co., has announced that in conjunction with its annual furniture sale, it will offer a special sale in crockery and glassware. Looks like an attempt to make engaged couples take the plunge into the matrimonial sea right away, for there are many splendid bargains which it should be very difficult for those contemplating such a cruise to resist.

OBITUARY

Solomon P. Stratton

Solomon Piper Stratton, long famous as a Boston merchant with the well known china and glassware house of Jones, McDuffee & Stratton, died last Sunday afternoon at Magnolia, Mass., where he had been spending the summer. Since undergoing a serious surgical operation last winter, his health had been such as to cause considerable anxiety on the part of his family. Mr. Stratton was born in Boston on October 5, 1848. He received his education chiefly at the English High School, from which he was graduated in 1865. He began his long business career in 1866 as a clerk in Boston for Otis Norcross & Co., dealers in and importers of china, glassware and pottery. He continued with this firm, and its successors, the present house of Jones, McDuffee & Stratton, throughout his business life. He was vice-president of this old-time Boston firm, for which for a score or more of years he was foreign buyer, visiting various European countries as well as China, Japan and elsewhere in the Far East. He retired thre years ago last spring from active participation in the business. Mr. Stratton was a member of the Union Club, Exchange Club, Algonquin Club and the Massachusetts Reform Club. In politics he was a Democrat and in his religious affiliations and interests, a Unitarian. He belonged also to the Society of Colonial Wars. On April 18, 1881, he married Miss Annie Flagg Wales, of Boston, a sister of General Nathaniel Wales. Mrs. Stratton survives her husband as does their daughter, Mrs. Niels Christiansen, of Beaufort, S. C., and four grandchildren. He is also survived by a brother, Charles E. Stratton, a lawyer, prominent in Boston's civic affairs and formerly chairman of the Boston Board of Park Commissioners.

Archibald Mitchell

Archibald Mitchell, of the Porteous & Mitchell Co., who have department stores in Portland, Me., Grand wife and three children.

clerk in a dry goods store in that city and in 1873, with James Hislop and John Porteous, started a business there which is now a corporation. Mr. Mitchell, who was a great lover of music, founded a course in Hartford and had a very fine collection of violins. He also had a remarkable collection of butterflies. He is survived by his Rapids, Mich., and Hartford, Conn., died at his home in Norwich, Conn., last week. Mr. Mitchell was born in Cupar, Fife, Scotland, in 1844. He was first apprenticed to a draper in Dundee, after which he came to this country and settled at Hartford. He obtained a position as a

Ohio Merchants Adopt New Business Code

Thirty-six prominent merchants in Columbus, Ohio, have pledged themselves to end the day of the "circus press agent" in advertising. A definite code of honor, establishing beyond argument what will constitute honesty in presenting the daily story of trade to the buyers of the city, has been drawn up and each firm has agreed to abide by it. Their slogan is "Truth in Advertising," and the aim of the advertisers is to call a spade a spade. For instance, the phrases, "Biggest Bargains in Columbus," "Unmatchable Values," "The Greatest Sale in America" and similar untrue descriptions are forbidden.

"Value" and "worth" in the future, the code says, will mean "The reasonable retail market price the article would bring at the time of the advertisement to be determined by what the same or similar article is sold for by other merchants at the time of the advertisement."

When the word "formerly" is used, the code says, it must mean the last price at which the merchandise was marked, in the store advertising, previous to the date of the publication of the advertisement.

The use of the words "special reductions," "specially priced" and similar terms may be resorted to only when merchandise is being offered at a price less than the prevailing price in the store which is advertising, so says the code. The use of vague terms, not susceptible of proof, such as "never before" and "elsewhere," is prohibited.

Only when there is absolutely no obligation to purchase another article can any article be advertised as free according to the agreement. Illustrations must not be designed to exaggerate the size or quality of merchandise, but must accurately visualize the product advertised.

All articles which are "seconds," "factory rejections" or "substandards" must be so advertised, and it must be clearly indicated that they are of defective quality. In short, the aim of the agreement is to make the advertising columns a true, unexaggerated and exact show window of the purchasing opportunities offered the public on any given day.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

THE Gift Show at the Palmer House was the center of interest in the Chicago market last week. The event was a highly successful one from the exhibitors standpoint and the business done was reported as very large. Ninety exhibit rooms were filled with displays of everything that is sold by the Gift Stores and these exhibits included everything that is artistic and beautiful in china and glassware. Hundreds of new samples of fine decorated pottery, colored glassware, and novelties were shown for the first time at the exhibit. The attendance of buyers was more than gratifying. It is estimated that more than a thousand were in attendance. The officia registration, however, has not been announced to date but it is expected that this will reach almost one thousand. Many buyers are known to have visited the rooms and placed orders although they failed to go to the registration desk.

The Chicago Association, in charge of the Gift Show, did itself proud in the royal entertainment which they gave for the guests. A banquet was served at the Edgewater Beach Hotel last Thursday and this was followed by vaudeville entertainment and dancing. Five hundred tickets were sold for the banquet.

The opening of the annual August furniture sales in most of the department stores has stimulated the business in the china and glass sections. Customers who are shopping to furnish their homes are also in the mood to purchase their china and glass requirements, consequently the business in these departments has been good.

The Chicago Merchandise Fair held at the Coliseum came to a close last Saturday. Five potteries exhibited, among them the Potters Cooperative Co., with Geo. McNicol in charge. According to Mr. McNicol the exhibit was successful and many good orders were booked.

Morris Kaufman, who has been employed at the Leiter Stores in the capacity of crockery and housefurnishing buyer, has severed his connection with that concern and purchased a department store in Chicago Heights, Ill. He will take up his new work in the near future.

Irving I. Gelman has disposed of his interest in the Garfield Lamp Shop, 4935 West Madison Street, Chicago, and will enter the manufacturing business with his own concern. Mr. Gelman's new organization will make a high grade line of floor, table and small lamps.

T. B. McCoun, manager of the Bybee Pottery Co., Bybee, Ky., was in Chicago last week. Mr. McCoun says the business of the Bybee Pottery Co. increased so rapidly during the past two years that it became necessary to build another plant. Work on this new plant, which is located at Lexington, Ky., has just been completed. Three kilns will be producing by the first of September.

The J. H. Brauer Art Studios have recently opened a new retail store at 3656 Milwaukee Avenue. This concern is making an attractive line of lustre and decorated pottery which they are selling in both a retail and wholesale way, at the new store.

John West, china, glass and house furnishing buyer for Power's Mercantile Co., Minneapolis, stopped in Chicago last week on his way home from a trip to the Southwest.

Arthur P. Mayers of Mayers Decorating & Art Shop, Marquette, Mich., died in Chicago on Thursday of last week.

Mr. Wm. F. Puls has sold his interest in the Abt-Puls Mfg. Co. and has entered the manufacturing representatives business with his son. His concern will be known as Wm. F. Puls & Son and will sell hand decorated wood specialties, aluminum household and cooking utensils and household specialties.

Marmorstein Studio announced last week that John E. Stokes had been appointed sales representative for the Marmo Crystal Luster line and that he will exhibit samples at the Herald Square Hotel in New York until September 21.

Rosenberg & Lurie, agents for the Shops Building, china and glass center, have purchased for their own account property at 4217-19 West North Avenue, which has in turn been leased by the Deimel Furniture Company for a store of two stories and basement.

Excavation upon the new $100,000 welfare building of the People's Store of Roseland, at 112th street and Michigan Avenue, one of the leading outlying stores of Chicago, has begun and it is expected that the building will be completed within two months. The structure will be five stories. It will be erected along the lines of a club house and used for recreation purposes by employes of the store.

Mi-Flier Mfg. Co., 1604 N. Church Street, Decatur, Ill., was organized last week with a capital of $25,000. Incorporators are John Hahn, Bertah K. Hahn, B. Theo Sellers, Harvey A. Sellers. The company will deal in toys, novelties and sporting goods.

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

HELM & SOUKUP
Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

KELLY & REASNER
Representing McKee Glass Co.; Eagle Mfg. Co.; Indiana Glass Co.; Lippincott Glass Co.; N. Northwood Co.; Mound City Glass Co.; D. C. Jenkins Glass Co., and Geo. R. West & Sons.

THE McANULTY CO.
Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER
Direct Representative Lamps, Shades, Dinnerware, Glassware, Aluminum, Baskets, Nickel, Copper, Silverware, etc.

LEWIS H. SIMPSON & CO.
Representing Athens Glass Co., Fenton Art Glass Co., Huntington Tumbler Co., New Martinsville Glass Mfg. Co., and H. R. Wyllie China Co.

Note—Concerns wishing to secure space in this building for display purposes should apply to

ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25
Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales.
Phone, Dearborn 4700

Potters Co-operative Co., Room 684
Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.

While in Chicago Visit

STETSON CHINA CO.
1535-37 S. State Street
Phone Calumet 0876
We are prepared to make immediate shipments.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.

Harry G. Dalsell
Phone
Central 3497.

9 N-WABASH AVE

Ira A. Jones Co.
9 North Wabash Avenue
Chicago

DINNERWARE
Pope-Gosser China Co.

GLASSWARE
Seneca Glass Co.
Susquehanna Cut Glass Co.
National Glass Novelty Co.

LAMPS AND SHADES
The H. E. Rainaud Co.
Wood Art Co.
Chicago Lamp & Frame Co.
Haven Co.
Shepherd Co.
Burke Studios
Phone Central 1606

Earl W. Newton & Associates

GLASSWARE
Imperial Glass Co.
Economy Tumbler Co.
Marion Glass Mfg. Co.
The Earl W. Newton Co.

DINNERWARE
Hopewell China Corporation

HOUSE FURNISHINGS
Sauquoit Toilet Paper Co.
Kewaskum Aluminum Co.
Schlueter Mfg. Co.
American Woodenware Co.
Acme Rubber Mfg. Co.
Phone Central 3236

GEO. F. RUBY
Importer of Chinese Goods
Art Goods, Pottery, Novelties
Also Representing
Fo Sing Yuen & Co. of New York
Phone Dearborn 3236

9 N-WABASH AVE

FRENCH CHINA CO.
Office and Display Room
136 West Lake Street

WALTER B. ANDREWS
30 East Randolph Street
Corner Wabash Avenue
Room No. 405

Representing

MONONGAM GLASS CO.
CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

THE SEBRING POTTERY CO.
Mr. W. L. Gerald
4523 Racine Ave.
Chicago, Ill.
Phone: Edgewater 2380
Display Room, 1319 So. Michigan Ave.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

HELP WANTED

REPRESENTATIVES WANTED: IN VARIOUS PARTS OF THE UNITED STATES AND CANADA FOR WELL ESTABLISHED LINE OF ART CHINA, INCLUDING A GENERAL LINE OF LUSTRE WARE, LUSTRE TEA AND CHOCOLATE SETS, MATT GLAZES AND GOLD ENCRUSTED CHINA. THESE ARE RECOGNIZED TO BE THE FINEST LINES OF THEIR KIND ON THE MARKET AND ONLY FIRMS OR INDIVIDUALS WHO CAN PROCURE A LARGE VOLUME OF SALES COULD BE CONSIDERED. ADDRESS REPLIES TO BOX 275, CARE CROCKERY AND GLASS JOURNAL.

A well established Dinnerware Pottery wants Sales Manager who is experienced and successful in organizing and managing a national sales force calling on the small general stores as well as the larger trade. In reply mention age and salary expected, also how employed at the present time. All correspondence strictly confidential. Box 271 care CROCKERY AND GLASS JOURNAL.

LAMP DEPARTMENT manager and buyer wanted for commission house. Man must have good factory connections, and managerial ability. Box 276, CROCKERY AND GLASS JOURNAL.

WANTED—Resident factory representatives for each of the following territories; Northwest, Southwest, Middlewest, for line of silk shades and mahogany lamps on a commission basis. Box 272 care CROCKERY AND GLASS JOURNAL.

TO LET

CHICAGO SHOP BUILDING—17 No. Wabash Ave. Devoted to exhibit of glassware and crockery, heart of retail district. 1,500 square feet, will divide. Reasonable. Room 502.

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all COLORS. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

LIMOGES CHINA



THE LIMOGES CHINA CO., SEBRING, O.

New York Representative
E. V. Weiss, 874 Broadway, corner 18th Street
Telephone: Stuyvesant 6667

Buyers in New York

AUGUST 9, 1923

L. H. Hirsh, toys, Burger D. G. Co., Birmingham, Ala., 352 Fourth Ave. (Kirby, Block & Fischer).

Miss M. Kelly, housefurnishings, china and crockery, Warner & Edwards Co., Marion, Ohio, Pennsylvania.

B. McMammon, housefurnishings and toys, Eiband's, Galveston, Texas, 1170 Broadway (Morgan & Ahrens).

J. E. White, housefurnishings, White Bros., Waynesboro, Va. Latham.

AUGUST 13, 1923

P. Rinken, crockery and glassware, Boston Store, Chicago, Ill., 44 East 23rd St.

F. Holzenue, toys, Townsend Wyatt & Wall D. G. Co., St Joseph, Mo., 220 Fifth Ave.

G. W. Fugate, housefurnishings, Stix, Baer & Fuller, St. Louis Mo., 1107 Broadway.

Mrs. E. B. Sullivan, lamps and gifts, E. B. Sullivan & Co. Chicago, Ill., Pennsylvania.

N. T. Smith, toys, The J. S. Ringwalt Co., Mt. Vernon, Ohio Wolcott.

L. McGill, lamps, Bon Marche, Seattle, Washington, 240 Madison Ave., Latham.

AUGUST 14, 1923

G. R. Holsinger, gifts, G. M. McKelvey Co., Youngstown, Ohio 333 Seventh Ave. (J. M. Biggins).

J. Wohl, housefurnishings, L. Wohl & Sons, Tampa, Fla., 118 Broadway (Meyer, Barber & Bros.).

Miss G. R. Schuneman, gifts, LaSalle & Koch, Toledo, Ohio 225 Fifth Ave (Retail Research Assn.).

W. S. Vance, toys, H. P. King Co., Bristol, Tenn., 1270 Broadway, McAlpin.

C. Maginnis, housefurnishings, A. F. Adams, toys, The Fair Chicago, Ill., 225 Fourth Ave.

W. B. Gardner, gifts, C. H. Yeager Co., Akron, Ohio, 117 Broadway (Bash & Bash, Inc.).

Miss L. Schuer, housefurnishings, china, glass and lamps McAlpin Co., Cincinnati, Ohio, 23 East 26th St. (W. T. Knott

P. H. Dunn, china, housefurnishings and toys, W. S. Aelma & Co., Dayton, Ohio, Prince George.

H. Hinch, housefurnishings, Meyer's, Greensboro, N. C., East 25th St. (Mdse. Reporting Co.).

T. J. Gill, china and glassware, Emery, Bird, Thayer, Kansas City, Mo., 115 West 30th St. (Ben F. Levis).

E. Novotony, housefurnishings, Herzfeld, Phillipson Co., Milwaukee, Wis., 1164 Broadway (Fellows Buying Corp.).

I. Halpern, housefurnishings, Stix, Baer & Fuller, St. Louis Mo., 1107 Broadway.

Mrs. W. A. Henry, china and glassware, Gibson Style Shops Owenton, Ky., 1270 Broadway, Pennsylvania.

B. L. Straus, housefurnishings, L. Hammel D. G. Co., Mobile Ala., 1150 Broadway (F. Lilienthal & Co., Inc.).

AUGUST 15, 1923

W. B. Gardner, gifts, C. H. Yeager Co., Akron, Ohio, 11 Broadway (Bash & Bash).

L. B. Lilienthal, china, M. Rich & Bro., Atlanta, Ga., Fourth Ave. (Kirby, Block & Fischer).

Mrs. W. A. Henry, china and glassware, Gibson Style Shop Owenton, Ky., 1270 Broadway, Pennsylvania.

J. W. Moorehouse, housefurnishings, May Co., Cleveland Ohio, 1115 Broadway.

J. T. Atkins, housefurnishings, lamps, Auerbach Co., Salt Lake City, Utah, 319 Seventh Ave. (J. M. Biggins).

W. M. Crowell, toys, Fine Bros., Laurel, Miss., 352 Fourth Ave. (Kirby, Block & Fischer).

B. L. Weaver, housefurnishings, Linn-Scruggs D. G. & Carpet Co., Decatur, Ill., 1164 Broadway (Fellows Buying Corp).

ESTABLISHED 1869

VITRIFIABLE COLORS
FOR
POTTERY-GLASS-ENAMELED WARE

B. F. DRAKENFELD & CO. INC.
50 Murray Street, New York
Potters Savings & Loan Building, East Liverpool, O.

The Roessler & Hasslacher Chemical Company NEW YORK
BRANCHES:
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New Orleans, La. Pittsburgh, Pa Kansas City, Mo.

Liquid Bright Gold
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Liquid Lustre Colors—Oxides and Bodies for Decorating and Coloring

CHEMICALS
Minerals and Oxides
—for—
Pottery, Glass, Enameled Ware, Tile, Clay Products

Fac-Simile of Label. "Made in America."

America's Leading Ceramic Material House

Highest Grades.

Ineffective Form Letters

The American exporter has been lectured on many occasions and from many sources for a great variety of errors in his methods of exporting. He has been told, among other things, that his correspondence with potential buyers in foreign lands is not of a sort calculated to secure orders from them. In particular, he has been warned against the use of form letters which stand out plainly as being such. And these lectures are never complete without some reference to the fact that competing foreign nations handle all of these matters much better than we do.

Therefore, it comes as something of a shock to note that a well-known foreign manufacturer has been circularizing a large number of prospects in this and other countries with what is plainly a form letter. What is particularly displeasing about this is the fact that while the body of the letter is mimeographed in black ink, the date, name, and address of the person to whom it is sent and the name of the firm at the bottom have all been filled in with blue ink. No one could possibly mistake it for anything other than a form letter, and it is fair to suppose that it will meet the fate of the great majority of letters of this kind.

The fact that foreign firms of good standing in the export world are prone to err is no source of satisfaction. The only reason for dwelling on this particular case is to bring out once more the fact that form letters, unless very carefully disguised, are poor "business getters" anywhere, and also to show that the best American exporters do not need lessons in exporting from any other nation in the world.

Disabled War Veterans Ready for Work

An appeal to business organizations to assist in absorbing into industry the three or four thousand disabled war veterans who are completing government training courses monthly has been made by the Chamber of Commerce of the United States.

"The men who are being trained," says the National Chamber, "are trained in many lines and are prepared to meet adequately the physical and mental demands that their new occupations will place upon them. The government can only rehabilitate and train men up to the point of employability. From this point the employing interests of the country must carry on."

On March 1st, the Veterans Bureau had in training, in the commercial lines, 20,763 men, comprising salesmen, accountants, advertising men, bookkeepers business managers, employment agents, foreign trade, etc.

The majority of these men have been in training for more than two years. More than 10,000 men have been in training for three years.

Most of the reports that have come to the central office of the Veterans' Bureau in Washington from the employers of the country who have had these men in their employ give favorable reactions as to the satisfactory services of the rehabilitated men. More than 30,000 of the men have been rehabilitated and have gone into employment within the last two years. Statistical studies made on some 20,000 show that they are earning more in their new vocations than they earned before the war and before they received their disabilities or handicaps from service in the army.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*

Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots

GEO. F. BASSETT & CO., *73 Barclay St.*
"The Dinnerware House of America."

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND SPODE CHINA AGENCY, *43 West 23rd St.*
Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *135 Fifth Ave.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND & CO., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, *39-41 West 23d St.*
Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

LA PORCELAINE LIMOUSINE. *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China Metal Goods and Housewares Trades

M. ROSENBAUM & SONS, *32 Union Square*
Bavarian China Ware. Representing M. Rosenbaum & Sons, Bavaria.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., J. H. Weatherby & Sons, Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

L. STRAUS & SONS, *42, 44, 46 Warren and 116 Chambers Sts.*
Importers and Manufacturers.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Successors to Takito, Ogawa & Co. and the Tajimi Co. Japanese and Chinese Goods. Catalogues upon application. Tel.—Stuyvesant 3823. Chicago Office, 327 West Madison St.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, *24 West 23d St.*
Sole agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, *65 Barclay St.*
Open stock dinnerware patterns White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Cox & Company, Representatives, 120 Fifth Ave.*
"The House of New Ideas." Cameo Etchings and Encrusted Coin Gold.

BRYCE BROTHERS COMPANY.
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., *Fredk. Skelton, Representative, 200 Fifth Ave.*
Colored and Iridescent Glassware.

ECONOMY TUMBLER CO., *Morgantown, W. Va. Cox & Co., Representatives, 120 Fifth Ave.*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *224 Fifth Ave.*
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. *T. W. Hamilton, Representative,* 139 *Fifth Ave.*

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

ESTABLISHED IN 1874 PHONE STUYVESANT 6052

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AS THE EDITOR SEES IT

MEANING OF THE TERM TURNOVER

"IT is surprising to find that some merchants have a confused knowledge of the meaning of the word 'turnover.' To many it suggests total sales volume. Defined accurately, however, it means the number of times in a year that a certain stock of merchandise is sold and replaced. It can be computed on either the basis of cost or retail values. If a store carries an average stock of merchandise large enough for four months' sales, then the rate of turnover will be three times for that year. For example, if the average stock at retail has a value of $100,000 and sales for the year at retail are $500,000, the rate of turnover, then, is five times.

"THE simplicity of this computation suggests the need of adopting every practical improvement in store methods and systems. This is demonstrated by the fact that, in as important a question as that of turnover, only stores which operate under a perpetual inventory system can ascertain what the rate is at shorter intervals than once a year. Annual turnover figures are worth little, if anything. In the first place, they are available too late to be a guide in correcting errors in buying. Weekly or monthly figures enable the merchant to adjust mistakes of this nature when they occur. Moreover, annual inventories are taken when the stocks are low and, consequently, do not represent average or normal conditions. The results are, therefore, misleading and the figures distorted.

"IT may be said without question that the profitableness of a business can be judged very largely by the turnover. Practically every day there are stores which fall into the receiver's hands because, for some apparently unknown reason, they are no longer on a paying basis. An examination of the stock carried invariably tells the tale. In nearly every instance it is found that the store in difficulty had not watched its turnover.

"MERCHANDISE will be carried along for years, tying up money and preventing the purchase of fresh, up-to-the-minute goods. A business is many times operated at a loss because of the fact that designs or goods are out of date. Within a period of time this stock consists of only odds and ends. Such stock, of course, cannot sell. But by measuring the turnover rate in the department by a reliable standard, this unsatisfactory condition would have been revealed at its very inception and the merchant would have been saved from a severe loss. Besides actually saving money in this manner, the retailer will become known as a live and progressive business man, and his store referred to as a good place in which to buy. On the other hand, the retailer who has a reputation for carrying a poor stock of goods is always classed by the public as a failure, even though he should be able to avoid the bankruptcy courts."

Stopping People at Your Door

In almost every community there is some one merchant who seems to have the happy faculty of making his window displays more attractive than those of other stores. How do they do it? One of these merchants was asked that question. He said:

"I am often complimented for my original window displays. They attract a great deal of attention and stop people right at my door, many of them coming in to purchase what they see in the windows.

"Yes, I have a plan, but it is so simple that every other merchant can adopt it, if he will. Come back to my office and I'll show you how I do it."

We strolled down to the office and there the merchant selected a large invoice book from a number of others and brought it down and spread it open on his desk.

"Here is my plan," he said. "Whenever I hear of, or read about a display of merchandise I ask myself this question, 'Is there anything in that for me?' If there is I make a note of it. Sometimes I am doubtful, but I make a note of it to be sure I won't miss it later if it should ever be of value."

As he spoke he was leafing over the book, the large leaves of which had been turned into a scrap book. What surprised me for the moment was the fact that he had clippings and pictures of window displays for almost every line of business.

"I suppose you are keeping these ideas so as to have them on tap when you add these lines to your business?" I suggested.

"I should say not. Every one of these pictures contains an idea that I can use myself. You have the same idea many merchants have. They think what the merchants in other lines do is of no interest or value to them. That is a costly mistake.

"Here's a window used by a bicycle dealer. I used a part of it only last month. You see, there was a scenic painting used for a background, an outdoor scene. I didn't have a painting so I took some branches of a tree and made a background. Then I built the board fence you see in the picture in front of that. I put up suitable show card signs and secured an outdoor effect. Then I showed my goods in the foreground. That display sold lots of goods too.

"If I had passed that by as of no value to me when I saw it was the photograph of a bicycle window, I probably would have missed the idea behind the display, the atmosphere of out of doors that will help to sell many lines of goods.

"Now, here's a good idea in this picture," he continued, pointing to another, "How many lines of business do you suppose could use this at Thanksgiving time?"

The picture was a reproduction of a jeweler's window in which a table was spread with linen and silver, china and glass. Without waiting for me to reply he answered his own question. "The jeweler has already used it. The hardware dealer, who also sells silver flatware and cutlery can use the same idea. The furniture dealer sells tables, so he can use it. The linen department can use the idea. The china and glass store can use it. The clothier could use it to display dinner suits, or waiter's garments, by posing wax figures with the table. The woman's wear dealer can use it to give atmosphere to dinner gowns. The grocer can use the idea to display some of his wares. There are others, perhaps, but that illustrates my idea. The germ idea is there, it is for us to make it work, to make use of it.

"I change my windows once a week. If I am to have a new setting, instead of the same old background all the time I have to keep the ideas I gather together in some way so as to have them ready for use. I use the scrap book plan, others might prefer to use folders or envelopes to keep their ideas in. It's the use of the other fellow's idea that is behind it all."

"Here are some of the ideas I am going to use between now and Christmas:

"I'm going to put in a fall window. The chief decoration will be the beautiful leaves of the trees that are turning red and yellow by the frost.

"I'll have a Hallowe'en window. This will be a simple one. A farmer is going to bring me in a couple of shocks of cornstocks and two or three large yellow pumpkins. These I'll distribute in the back of the window. Here and there on the floor I'll have a lot of bright red apples. I may add a cut-out of a black cat, a witch, or something like that to please the children.

"A Thanksgiving window will be trimmed with these same cornstalks and pumpkins, but I'll add potatoes, a lot of other vegetables and fruits, and some sheaves of oats, wheat and barley. The whole floor of the window will be covered with clean straw and the merchandise displayed on that. Just the kind of decorations to give the window the Thanksgiving atmosphere. That's what makes the people stop and look. It's different to the other displays, and it's so absolutely suitable that it pleases them. Then they say 'Brown's a good advertiser, his windows are great.' Of course Brown is pleased and regularly rings up the cash register," and the merchant laughed. "I have so many ideas for a Christmas window that I have not yet decided upon what I will use. I had thought of using a fireplace, stockings hanging up and all."

"That's old stuff," I protested.

(*Continued on page 26*)

CAUGHT IN THE NEWS NET

THE china and glassware, buyer for A. I. Namm, Brooklyn, Miss Bertha Newman, left last Friday, for a three weeks' vacation, which she will spend ith her sister and brother-in-law, on a motor trip to incinnati. En route she expects to stop off at some of e glass factories and also visit the pottery district.

Wm. S. Anthes, with Herman C. Kupper, Inc., re-rned to his desk on Monday, after making a two weeks' otor trip with his family to Maryland.

I. E. Fronani, buyer for Woodward & Lathrop, Wash-gton, D. C., made a brief visit to the market on Monday d Tuesday of this week, to place some fill in orders for s September sales.

E. Torlotting who has been in Europe the greater part the summer visiting the factories there, which he presents in this country, is a passenger aboard the Dussillon, due to arrive in port on Friday.

Simon Roth, merchandise manager of the china, glass d housefurnishing departments for the A. I. Namm Sore, Brooklyn, returned on Monday, after spending two eeks' vacationing with his family at Deal Beach, N. J.

James P. Gordon, the well known representative for Jnes, McDuffee & Stratton and J. Joseph Snyder, sales anager for the concern, this week opened up the annual fll display made by the concern at the Hotel McAlpin. ey are located as usual in Room 363.

Invitations are out for the marriage on September 5, of Iss Marguerite Doctor, daughter of A. P. Doctor, New ork, manager for the Central Glass Works. Miss Doctor is well known, and was very popular in the trade, vhile she acted as assistant to her father for several yrs.

Wm. L. Tickell, traveling representative for the Edwin M. Knowles China Co., East Liverpool, O., is at the Hotel McAlpin, where he is showing the concerns dinner-ware samples in Room 308.

Waxman Gets Lansburg Buyership

Martin Waxman, head of stock and one of the assist-ats to Lee Moses, buyer for Frederick Loeser & Co., Brooklyn, has been engaged as buyer of the china, glass-ware and housefurnishing departments for Lansburg & Bro., Washington, D. C., succeeding C. H. Clark. He assumed his duties with the firm on Monday of this week.

Smallwood and Miller Win At Golf

Being the most popular month for vacationing, the Pottery Glass & Brass Golf Association's August tournament, held last Thursday, at the Forest Hill Field Club, Soho, N. J., did not bring out as large an attendance as usual; however, what was lacking in numbers, was certainly made up in the good time that was enjoyed by those that were fortunate enough to be present.

The players were Geo. L. Lobsitz, Donald M. Miller, Ira M. Clarke, S. Allison, Thos. Smallwood, Edmondson Warrin, A. E. Hinch, H. D. McFaddin, L. S. Hinman and Judge W. B. Howell.

Thos. Smallwood took the prize for the low net score for the 36 holes with a score of 161, while Donald M. Miller had the best selected, 18 out of 36 holes with a total of 75.

Jos. F. O'Gorman of the Pottery, Brass & Glass Salesman was the host of the day.

Dohrmann Co., Win With Pyrex Window

The accompanying photograph shows the prize window trimmed by the Nathan Dohrmann Co., San Francisco, Calif., in the recent nation wide contest, conducted by the Corning Glass Works, for the best window trims of their Pyrex Glassware. The Dohrmann Co., were induced to enter the contest by the well known manufacturers agents, on the coast, Himmelstern Bros., 718 Mission Street, San Francisco, who represent the Pyrex line in that territory, and they naturally feel very much elated over the Dohrmann's success.



The Pyrex Glassware Window That Won Prize for the Nathan Dohrmann Co.



GLASS FACTORY ACTIVITIES



PLANS for rebuilding the plant of the New Cumberland (W. Va.), Glass Co., destroyed by fire a fortnight ago are developing rapidly, and within a little while new construction will begin. It has been decided to enlarge the line when the plant is again placed in operation. In addition to the manufacturing of chimneys and lantern globes, the company proposes now to manufacture a line of light cut ware. The management is now engaged in working out these details. The fact that the Chelsea China Co. is located in New Cumberland, buyers of hotel ware will be in a position to have, perhaps, shipments of glassware made at the same time, or the feature of combination loading will be possible hereafter.

Local glass manufacturers are anticipating an unusual rush of fall business, according to factory sales managers, who explain that while some buyers, both large and small, have begun to anticipate fall and holiday stocks, some are known to be waiting until later in the season to place their orders for seasonable deliveries. That most every glass factory featuring a general line can show a liberal file of future orders, and production is rather heavy, little if any merchandise is being placed in warehouse bins. This means that the bulk of production is on orders, and that only the excess of turns is put in the warehouse. Buyers who delay very long anticipating fall and holiday goods may be found without stocks when the rush of retail buying begins. In order that the trade will be protected is why a number of manufacturers are urging the buyers to get their specifications placed as early as possible.

The new line of lighting goods recently placed on the market by the Jefferson Glass Co., Follansbee, W. Va., is being accorded an active movement. Quite a number of new features have been introduced both in decorations and designs.

It will not be very long now until the new Pittsburgh sample rooms of the United States Glass Co., will be ready for the reception of buyers. The new location will be in the Jackson Building, on the south side of Liberty Avenue, betwen Tenth and Smithfield Streets. During the January buying season it has been the custom of this company to offer free taxi service from the several hotels to the main offices on the southside, but next January this will not be necessary, as the new rooms are just 'round the corner from the Ft. Pitt.

Considerable glassware is now being shipped to the stores of the different syndicates, and at times the opinion prevails that many of these buyers have begun to order merchandise out for reserve fall and holiday stocks. The popular priced syndicate stores are taking on more glass stocks now than they did a year ago this season, while the large mail order houses are very active in seeking deliveries. In the latter instance, it is reported here that the farmer is buying more liberally, and glassware is one of the items receiving the benefit of this new demand.

The National Lamp Co., has closed its factory at Warren, O., and is centralizing its activities at Cleveland, O.

News has been received here of the death at Kokomo Ind., of Julian Thomas, aged 45 years, a traveling salesman for the Opalescent Glass Co., of Kokomo. Mr Thomas had been in ill health for several weeks, and was found dead in a room at his hotel.

With a capital stock of $500,000 the Graham Glass Co has been formed at Evansville, Ind., by J. M. Lentz and John A. Merchant.

In addition to manufacturing an extensive line of lighting glassware, the Inland Glass Co., at Chicago, Ill also proposes to show a line of tumblers and containers. Production is expected to show a value of at least $2,500,000 annually. Frederick W. Stewart and Ernest W. Foge factory managers for the Company, were formerly associated with the Phoenix Glass Co., Monaca, Pa.

Business on portables and similar lighting goods items continues good, mail orders being active, and salesmen also forwarding future shipping specifications. Some buyers of the portable line have indicated they want stocks for September. Demand for portables has been good in September for some years back, certain dealers have reported, and with increased use of electricity, the line naturally is in heavier request.

Two Well Known Factories Consolidate

Early consolidation of the Jefferson Glass Co., and the Jefferson Co., Follansbee, W. Va., was announced on Wednesday, August 22, by C. H. Blumenauer, president of both companies. Also the purchase of the equipment of the Republic Glass Co., of Monroe, Mich. A national advertising campaign will follow consolidation of the interests. The Jefferson Glass Co., manufacturers lens and automobile glass products, while the Jefferson Co. specializes in illuminating glassware and portables. The company is now engaged in filling large contracts for the Ford Co., also the Westinghouse interests.



WHAT THE POTTERIES ARE DOING



PURCHASING and inquiry of merchandise for fall and holiday requirements, is at its heighth for this season of the year. Not only have buyers been in he district, but mails are quite heavy, and have been so luring the last fortnight. The fact that the generalware narket is known to be steady and firm, is sufficient for he trade to know that they can buy now with safety, and f they get their orders placed in a reasonable time, they vill be protecting their stocks when the real fall rush t the factories takes place.

In a general way, the higher priced patterns seem to e in more liberal request, a rule that has been maintained ractically throughout the year. Popular priced mer-handise is always in demand, likewise dinner sets. here is every indication now, that unless buyers cover uickly, they will be unable to get the stocks they want or fall delivery, when the crush comes—as it always does n October and November.

Factory production is at peak throughout this district, nd in fact, reports received here from all "outside" lants, reveal the same story. Within a few weeks, or by ne month end, the summer holiday season will be at an nd, and the employes will all again be at their places. Here and there the operatives are taking a holiday, but ne number of employes off duty on this account is in-eed small. Kiln production records, according to re-orts of fuel distributors is more extensive just now than was twelve months ago.

"We're going to have a special business and social ession of the United States Potters' Association right ere in East Liverpool just as soon as our new offices re fitted out," declared T. A. McNidol, chairman of the xecutive committee of the association this week. Many ere of the opinion that the new rooms would be ready or occupancy ere this, but one delay after another has ome, and now no particular date has been set for the opening." However, it is believed that the new offices ill be ready for occupancy on or about Sept. 1.

Practically all arrangements have been perfected for e building of several additional kilns at the plant of the enango China Co., New Castle, Pa., which when com-eted will give the company the production of 13 kilns.

The Smith & Phillips China Co., have begun the assem-ing of their 1924 line, and according to J. W. Mackey, les manager for this firm, a larger variety of open ock patterns will be shown in January, than has been e usual custom. Mr. Mackey has just returned from a ief road trip, one that he usually takes at this season the year.

According to reports received here from those who say they are in a position to know, an unsuccessful effort was made quite recently by E. J. Owen, former head of the Southern Potteries Co., Erwin, Tenn., to be reinstated as operating head of that company, with the result that Charles W. Foreman would have then been retired. Petitions with this end in view were entered in Tennessee courts, it has been revealed, but at the time of the hearing, and certain evidence introduced, it was pointed out by the court that "the plaintiff had no cause for action." There the matter ended abruptly. The Erwin plant has been doing a remarkable business under the management of Mr. Foreman, and the additional kilns now being erected are expected to be ready for use within a few weeks.

Among buyers visiting the district during the last few days were "Pete" Rinkin, with the Boston Store, Chicago, Ill.; Langley Hawthorn, with Abram & Straus, Brooklyn, N. Y.; Morris Bergman and Joseph Swartz, New York.

W. L. Smith, Sr., president of the Taylor, Smith & Taylor Co., Chester, W. Va., has returned to the factory after an extended trip abroad. Mr. Taylor was a guest at the Haviland factory, and also was opportuned to visit several plants in the Staffordshire district.

"My information while in England, was that the plants there were operating on a basis of from 60 to 70 per cent," Mr. Smith explained. "French plants seem to be doing much better than that, while the potteries in Germany looked as if they were operating full." The trip abroad was not only enjoyed by Mr. Smith, but it was beneficial to his health.

George B. Fowler, manager of sales for the Carrollton Pottery Co., Carrollton, O., spent the latter part of last week with friends here. "We're certainly operating to the limit of capacity," said Mr. Fowler. "Never since I have been identified with the trade, have I experienced such a heavy demand for merchandise, as the record of this year discloses. Our experience is, that every character of line is in heavy movement. We're already getting ready for a big business during 1924."

Rather rapid construction is being made on the new plant for the Homer Laughlin China Co., at Newell. Construction schedules are being pretty well maintained in all departments. Manufacturers as a unit are interested in this new plant, one that contains the very latest ceramic machinery and kiln equipment obtainable, and the ultimate result of its operation will without question cause other manufacturers to make similar factory changes, where it will be found possible to do so.

BOSTON OFFICE
98
MAY STREET
NEEDHAM
MASSACHUSETTS

BOSTON NEWS NOTES

By

R. B. Hemenway, Representative

BUSINESS is looking up after a long period of dullness. Most stores in New England are laying in an extensive stock of crockery and glassware in anticipation of the fall season. After next week the department stores will be open on Saturdays, and this should provide the trade with a further stimulus.

W. B. Kemp is spending a few weeks at his farm at Weasie, Me., superintending the harvesting of the hay crop and making arrangements for digging his potato patch.

W. E. Whipple of the Eaton & Whipple Co., Fitchburg, is now able to be at the store for a short time each day. He has just recovered from a long illness.

Gardner Brewer, Burlington, Vt., was a visitor to Boston last week on a buying trip. Mr. Brewer motored here from Burlington with members of his family, and plans to return some time this week by way of the Mohawk Trail.

William R. Claflin left last week in company with "Buck" Withey, traveling by automobile, on a sales trip which will include stops at Holyoke, Springfield, Northampton, Pittsfield, and North Adams. The journey will occupy about ten days time.

H. P. & H. F. Hunt have just received from the Westmoreland Specialty Co., a number of most attractive salon sets. They sell for $500 each and have designs of English hunting scenes done in copper wheel engraving on rose-colored glass. Duplicates of the sets are on exhibition at the Carnegie Institute, Pittsburgh, Pa., and are said by the officials at the Institute to be reproductions of the Old English style of the year 1681. Another attractive article just received from the factory is a square glass cigarette box done in black with a variety of designs on the cover.

H. F. Hunt has just returned to his desk after a three weeks' vacation on Cape Cod.

The new addition to the chain of stores operated by the F. W. Woolworth Co., on Washington Street, was opened last week. It had been intended to stage the opening the week previous, but out of respect to President Harding, the date was put over. Customers were permitted to enter and inspect the store on Friday and Saturday, however, and there was music by an eight-piece orchestra on the street floor. The salespeople stood behind their counters in spick and span attire and answered questions, but were not permitted to sell anything.

Miss Marion Luena Kemp, a step-daughter of Mr. and Mrs. William Bailey Kemp of Brookline, was married last week to William Chester Bragg, of this city. Mr. Kemp is the proprietor of a kitchenware and glassware establishment, at Coolidge Corner, Brookline.

M. N. Molloy, president of the Molloy Brokerage Co., Hamilton, Bermuda, was in town last week, placing orders for crockery, glass and kitchenware.

OBITUARY

Joseph O. Bullard

Joseph O. Bullard, for many years identified with the pottery business in Cambridgeport, up to the time of his retirement more than twenty-five years ago, died at his home in that city. Mr. Bullard was eighty-two years of age. He was a native of Wayland and was the son of Joseph and Harriet Bullard. When still a boy in his teens, the Civil War broke out. Mr. Bullard enlisted in the army at the age of twenty, and served throughout the great struggle, participating in most of the important campaigns. After his discharge from the service, he returned to his home in Cambridge and entered the employ of a pottery establishment there. He had a wide acquaintance among the older generation of those connected with the crockery and glass industry. He was one of the oldest members of the Cambridge Club and was a member also of the John A. Logan Post, G. A. R., of his home city. He is survived by his wife.

Toys Are Moving Briskly

Orders for toys have taken a decided jump in the past three weeks, according to one large jobber, who reports a slump in the usual trade during the late spring and early summer. Repeat orders are now coming in daily, the Mama dolls continuing their phenomenal sale. A close second in popularity is the "Barney Google Spark Plug," a grotesque stuffed horse which comes in several sizes. The third season of the toy telephones shows no diminution in the sales of this popular novelty. The staple mechanical toys, automobiles, electric trains, etc., are well up to normal and, in fact, show a substantial increase over last year's business. In connection with the tendency of some buyers to postpone purchases until the last moment, this jobber displayed a letter from a manufacturer in reply to one of theirs requesting prompter shipments: "You may be sure we are not withholding shipments one day longer than is necessary. * * * It looks from this time on like strictly first come first served, and those who have had their orders in early will be more fortunate in getting their goods than some who have put off their buying until this late date."

WHILE IN NEW YORK



Drop in to see our complete line of

JAPANESE IMPORTATIONS

for the Fall and Holiday Trade

MOGI, MOMONOI & CO., INC.

—Importers of Japanese Goods—

105-107 East 16th Street New York

Nested Bon-Bons



Something absolutely new in bon-bons. Designed on the unit principle. These bon-bons fit one above another and can be built up as high as desired.

Beautiful, convenient, economical, and furnished in a number of very attractive cuttings.

Write for details

THE NEW MARTINSVILLE GLASS MFG. CO.

NEW MARTINSVILLE, W. VA.

NARCISSUS

French grown

PAPER WHITE GRANDIFLORA BULBS

For growing in bowls

CONTENTS

Sizes	per case	Prices
12-15 c/m	1250	$15.50 per 1000
13-15 "	1250	18.00 " "
14-16 "	1000	21.00 " "

50c per 1000 less on orders for 10 cases. WRITE FOR REDUCED PRICES on larger quantities.

NOTE the extra large grading, packed in standard size cases.

Prices understood F.O.B. cars New York, packing and all charges included—no extras.

Terms, 60 days net, less 2% cash 10 days.

McHUTCHISON & CO.

95 Chambers St. New York, N. Y.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

A BASEMENT sale of glassware held by Marshall Field & Co., was the feature of the retail trade in Chicago last week. This was an unusually large sale, especially for a store of the type of Marshall Field & Co. Two hundred and fifty thousand pieces of glassware were included, and it required forty-two extra clerks to wait on the customers who filled the aisles from nine in the morning until five in the evening. Prices were unusually low, and the items on sale included practically everything in the line of table glassware. For example, a dozen ice tea glasses of the blown type, with glass spoons to complete the set, were sold for 60 cents. Tumblers, Sherbets, wine glasses, etc., were all offered in large quantities at low prices. This was probably the largest basement sale of glassware that Chicago has seen for some time past.

The first regular meeting of the Glass, Pottery, Lamp & Housefurnishing Ass'n, of Chicago, since the July exhibit, was held at the Hamilton Club, on Thursday of last week. The discussion of the business at the association revolved around the future plans for the improvement of the sale of china, glass and house goods in Chicago. Some members proposed to immediately start plans for a February exhibit, while others were in favor of establishing Chicago as a permanent market and holding "Market Weeks" in local show rooms, disregarding the hotel show entirely. Still other members proposed to launch an advertising campaign, to be engaged in by the members of the association to educate the trade on the facilities that the local show rooms offer the buyers. Many excellent talks were given during the meeting and notable among these were the talks of Harry Kelly, Ira A. Jones, Oscar Helm, John Bowman, Henry Von Hagel and Frank Tinker. The meeting was adjourned without any definite decision as to the future plans of the association. The president was authorized to appoint a committee of salesmen to consider the plans suggested during the meeting, at a special session with the Executive Committee. D. E. Crum, business manager of the exhibit, read the financial report of the association which showed the expenditures of the association to be within a few dollars of the income derived from the show.

John S. Ward, manufacturers' agent, located in the Heyworth Bldg., is making a six weeks' business trip in the South.

The capital stock of the Stearns Co., hotel supply house, has been changed from $250,000 and 2,000 shares of no par value stock, to $50,000 and 3,000 shares of no par value stock.

Tom Gill, well known china buyer for Emery, Bird & Thayer, Kansas City, spent a few days in Chicago las week.

Geo. Turner and D. P. Child of the Ira A. Jones Co. left this week for a joint selling trip in the Middle West Mr. Turner will carry the glass and dinnerware lines while Mr. Child will handle lamps and shades exclusively Ira A. Jones Co. has recently been appointed sales repre sentative for the Century Lamp Mfg. Co., of Chicago This company manufactures a high grade line of hanc carved lamp bases for table, floor and boudoir use.

The Marmorstein Studios, makers of the popula Marmo Lusterware, have appointed John E. Stokes, east ern representative. Mr. Stokes will maintain a sampl room in the Herald Square Hotel, in New York City til September 21st. B. B. Francis has taken over the Marm line for the southern territory.

The use of glass and wood combined in the making o lamp bases has been accomplished in a most artistic an satisfactory manner by the Wood Art Mfg. Co., o Chicago. This concern, which has been noted for it excellence in hand carved lamp bases and wooden novelt lamps, has combined a series of glass vases made by th Thompson Studios with their woodcraft. The woode portion of the base is decorated with gold and metal lea finish, and the "upright" of the base is made of variou colored glasses. The colors, by the way, are molde into glass instead of being decorated on the surfac These new lamps may be seen at 9 N. Wabash Avenue.

P. J. Osborne has purchased the entire holdings of th Cady-Osborne Co., of Grand Rapids, Mich., and esta lished his own concern known as the P. J. Osborne C at Zeeland, Mich. The company manufactures boo ends, candestick, wall plaques and other art novelties.

The corporation known as the Nelson-Young Mfg. C makers of the "Timber Tots," and other toys, has be dissolved, according to report from the Corporati Board of Illinois.

Business building plans and ideas were the theme em bodied in the program of the fourth semi-annual co vention of the Interstate Merchants' Council, the openi session of which was held in Chicago last week, on t roof garden at the Hotel La Salle. Several hundr retail merchants were present when Judson F. Sto president of the Chicago Association of Commerce, d livered a short address of welcome.

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

HELM & SOUKUP
Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

KELLY & REASNER
Representing McKee Glass Co.: Eagle Mfg. Co.; Indiana Glass Co.: Lippincott Glass Co.; N. Northwood Co.; Mound City Glass Co.; D. C. Jenkins Glass Co., and Geo. R. West & Sons.

THE McANULTY CO
Aluminum Goods for special sales Copper and nickel plated ware Phone Central 3240.

E. M. MEDER
Direct Representative Lamps, Shades, Dinnerware, Glassware. Aluminum, Baskets, Nickel, Copper. Silverware, etc.

LEWIS H. SIMPSON & CO.
Representing Athens Glass Co., Fenton Art Glass Co., Huntington Tumbler Co., New Martinsville Glass Mfg. Co., and H. R. Wyllie China Co.

Note—Concerns wishing to secure space in this building for display purposes should apply to
ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25
Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales.
Phone, Dearborn 4700

Potters Co-operative Co., Room 684
Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.

While in Chicago Visit
STETSON CHINA CO.
1535-37 S. State Street
Phone Calumet 0876
We are prepared to make immediate shipments.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
Harry G. Dalsell
Phone
Central 3497.

FRENCH CHINA CO.
Office and Display Room
136 West Lake Street

WALTER B. ANDREWS
30 East Randolph Street
Corner Wabash Avenue
Room No. 405
Representing
MONONGAH GLASS CO.
CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

9 N-WABASH AVE

Ira A. Jones Co.
9 North Wabash Avenue
Chicago
DINNERWARE
Pope-Gosser China Co.
GLASSWARE
Seneca Glass Co.
Susquehanna Cut Glass Co.
National Glass Novelty Co.
LAMPS AND SHADES
The H. E. Rainaud Co.
Wood Art Co.
Chicago Lamp & Frame Co.
Haven Co.
Shepherd Co.
Burke Studios
Phone Central 1606

Earl W. Newton & Associates
GLASSWARE
Imperial Glass Co.
Economy Tumbler Co.
Marion Glass Mfg. Co.
The Earl W. Newton Co.
DINNERWARE
Hopewell China Corporation
HOUSE FURNISHINGS
Sauquoit Toilet Paper Co.
Kewaskum Aluminum Co.
Schlueter Mfg. Co.
American Woodenware Co.
Acme Rubber Mfg. Co.
Phone Central 3236

GEO. F. RUBY
Importer of Chinese Goods
Art Goods, Pottery, Novelties
Also Representing
Fo Sing Yuen & Co. of New York
Phone Dearborn 3236

9 N-WABASH AVE

THE SEBRING POTTERY CO.
Mr. W. L. Gerald
4523 Racine Ave.
Chicago, Ill.
Phone: Edgewater 2380
Display Room, 1319 So. Michigan Ave.

What's New in the Market?

Here are a Few Answers to This Question to Post Buyers on New Offerings

Morimura Line Gets Enthusiastic Reception

Morimura Bros. should most certainly feel proud of their new fancy china import line, the first view of which was had by the visitors to their show room, 53-57 West 23rd Street, last week. To say that it is being enthusiastically received by all who see it, is expressing it too mildly. Unquestionably, it is one of the concern's most noteworthy achievements. From beginning to end both from a point a novelty and variety it offers surprises galore, and the buyer who fails to see the exhibit is losing a genuine opportunity. There are so many charming new effects that it is very difficult to know where to begin to describe them, for each one seems as beautiful as the other, in its own particular style.

One original treatment among the rich assortments is an all over Egyptian design in an odd figured effect in blue, yellow and black. This is shown in salad sets and a few other items. Of more than ordinary attractiveness, too, are some charming lustres, embracing new ideas that are altogether refreshing. One very striking creation shows an inverted pyramid as the dominating feature of the treatment, utilized with an odd floral and figured effect in tan, terra cotta, yellow and black. The items on which this design is shown, are matt black on the outside, which brings out the inside decoration very strikingly. Then there is an orange mottled lustre, shown in conjunction with a Chinese floral treatment, done in contrasting colors.

A beautiful powder blue is still another outstanding feature of the line which is particularly appealing, worked out with blue center, paneled in black and white checked red bands, with an Adam design border with blue medallions. The powder blue is also employed with scenic centers in a new effect that will be greatly appreciated. Still others that should not be passed by are some wonderfully dainty all over chintz patterns in bird and floral designs, shown in three unusual color treatments.

There are also paste gold and encrusted gold designs worked out with colored enamels, etc., in a variety of new effects. Then there are new gold flat gold treatments too. One in combination with black is particularly deserving of mention. This has gold grape design applied over it, with a black and cream border, and is most distinctive.

Another quite different that is proving very popular is an Ox Blood lustre an extremely rich treatment, with a mottled onyx effect, employed in deep border effects. This is shown in console sets, after dinner coffee sets, sugars and creams with trays, baskets, lily bowls, fanc dishes and salts and peppers.

A wonderfully smart contribution to the line that also taking well is a wide encrusted gold band in a ro design, with a blue center, over which is an all over gol tracing. This is really charming and should make one the best sellers in the line. Among the articles in whic it may be had are sugar and cream, jam jar, salt an pepper, baskets, tea sets, comports, bowls, pastry plate etc.

The concern has made up some strong assortmen in all the above lines that the buyer should investigate the earliest opportunity.

Why Bulbs?

Representative importers and those interested in t bulb industry are realizing, the splendid field which h opened up in the distribution of bulbs, with Glasswa and Pottery Departments, featuring bowls, also with Gi Shops and Specialty Stores, handling Chinese a Japanese bowls or other containers. McHutchinson Company, importers, 95 Chambers Street, are offeri a fine stock of Narcissus French grown Paper Whi Grandiflora Bulbs for growing in bowls. These are excellent quality and can be had in either small or lar lots. The larger quantities at reduced prices. Duri Holiday season, these bulbs offer a most delicate toke and with an artistic bowl, there is no more acceptable gi and one which is more interesting or decorative. watch the tiny shoots appear and grow day by day un the flowering plant is in full bloom, offers a delightful su prise and a tender remembrance as well. The above co cern are also importers of Raffia, Reed, and Raban (Raffia-cloth Mats). Which are substantial items f Gift Shops and Specialty Shops during the Holid season. The Raffia comes in natural color, and also about twenty different color shades. Packed in 1 packages as well as in larger quantities. The Raban (Raffia Mats), can be had in dozen lots or larger, a can be dyed or stenciled for decorative purposes, maki a most pleasing and substantial addition to any roo During the long winter evenings when women must f necessity stay indoors, raffia basket-making is a m agreeable pastime, and for school children the occupati is instructive and enjoyable. The company will furn their price lists of importations on request.

Old Time "Drummer" Passing

The day of the sample trunk is passing. The modern wholesale concerns are utilizing the motor car in assisting their salesman on his trip. According to a writer in "Business," a good example of the hanging order of things is a Western dry goods company, located in Seattle, which covers the States of Washington, Oregon, Idaho and Western Montana without one sample trunk. Each of the sixteen salesmen operates from headquarters in Tacoma, Everett, Bellingham, Centralia, Spokane, Wenatchee, Yakima and Walla Walla in Washington; Portland, Pendleton, Salem and Eugene in Oregon, and Lewiston in Idaho, in their sample automobiles.

"Let us inspect one of these cars," says the writer, "one of this fleet of sixteen salesmen's sedans, as they are called. About the chassis there is nothing out of the ordinary; the trick lies all in the body, designed especially to meet the needs of a traveling salesman. Two crosswise partitions divide that body into three parts, the foremost of which naturally is dedicated to the chauffeur-salesman himself. The middle compartment, opening on the right side, and the rear compartment, opening behind, contain the salesman's telescope sample cases, arranged on shelves. The cases are all numbered, and their respective positions are numbered to correspond.

"The spare tire encircles a wooden rim built into the floor of the rear compartment, a position that insures it against theft from outside and contact with wares inside. Back of the spare tire, just inside the rear door and flush with the floor, is the filling hole leading to the gasoline tank—a precaution against the theft of gasoline. Sockets on the walls inside the doors of the middle and rear compartments provide for electric lights and complete the mechanical equipment. Into this car the salesman loads as many samples as he could lug around in eight trunks and sets out to cover his territory.

"The benefits of the plan, as explained by the President of the wholesale firm taken as an example, are three-fold. In the first place salesmen's time is saved; there is no more waiting for trains and for expressmen. In the second place, considering the bulk of samples the salesman takes with him, it's far cheaper. There are no more railroad fares, excess baggage charges or charges for transfer and third, and most important, more territory is more thoroughly covered.

"'Until this year,' said the president, 'we permitted our salesmen to travel in passenger cars, taking along two or three trunks of samples. But the salesman was carrying too small a part of the line; we were getting only about 20 per cent representation. Furthermore, the salesman often was tempted to put the car to personal use, with the company footing the bills.

"'These two evils—lost business and needless expense—were costing a lot of money, too much money. We were paying the bills without getting the business. We saw that we either had to go back to railroad trains and sample trunks or reform our system of motor transportation.

"'In the salesman's sedan, we think we have found the answer. We are now able to show the small-town retailer a full line of samples and encourage him in turn to carry a full line of stock. Where once we showed part of our line to part of the trade, we now show all the line to all the trade. We are reaching every country merchant along the highway, taking our samples to his very door. And the retailer, now well equipped by this service of salesmanship, is able to keep at home a lot of the business that belongs at home but that formerly went to mail order houses.'

"The company supplies the cars and tires, and also coupon books good for gasoline and oil at stations in every town in the Northwest. The salesman's only expense is what he pays for garage rent and for washing and greasing. Each salesman keeps a card record of the mileage and of gasoline and oil consumed and turns in his card once a week. Thus the company knows whether it is getting the mileage guaranteed by the tire manufacturer and is able to check up the salesman's mileage and expenses. In that company, each car cost complete, approximately $2,500."

Selling the Cheaper Trade

How many sales people are able to hide their contempt for cheaper goods in their stocks?

Cheaper goods bear their proportion of profit to the house just the same as the highest priced.

Some people must buy cheaper goods. They cannot afford better.

Why rub-in their misfortune? Why not say something that will give them the impression that the cheaper goods are not contemptible but well worth while. You can speak of the advantages of the better grades, but why draw comparisons that make your customer think, "oh, what's the use, I won't buy any."

Sell the cheaper trade with consideration and some day you will be able to sell the same people the better goods and they will not be troublesome customers either.

Courtesy

"Courtesy is the one thing a traveling salesman can carry around with him that does not cost one cent; that takes up no room in his sample case; that oils the wheels of commercial life, and yet, it is the rarest thing we see these days."

How true this is! It does not apply alone to salesmen, but to everyone, no matter what their function in life may be.

Be courteous to your superiors! Be courteous to your subordinates! Be courteous to those with whom you work! Speak courteously! Act courteously! Live courteously!

Overstatement Common Fault in Retail Advertising

A number of suggestions to remedy faults described as common in retail advertising are outlined by two writers in the latest issue of the Data Book of the Advertising Group of the National Retail Dry Goods Association. Three main drawbacks of current advertising copy, according to these authorities, are that it is too flowery in wording, is often not convincingly sincere in tone and that there is a marked tendency to "overrate and oversell" the merchandise.

D. A. Garber, assistant merchandise manager of Boggs & Buhl of Pittsburgh, in his article, entitled "Advertising—Taken Seriously," takes up the question of "flowery" copy. "Advertising can be attractive without losing sight of all its other qualities to make it so," he says in part. "Likewise it can be forceful without being bombastic, can be impressive without being flowery, and it will embody all the major better qualities if it is simple and truthful. These comprise the real vehicle, and the less it is encumbered with flowers and ink, the smoother and more rapid will be its progress. Department store advertising is 'turned out' in such volume, and so frequently, that it becomes a habit rather than a profession if it is not guarded with all the devotion an artist expresses on every canvas his brush touches. I further believe that the greatest thought should be given the copy. A fountain can rise no higher than its source. No matter how much thought and money we spend on layout, type, art, &c., the force on an advertisement will never rise higher than its copy."

"One of the best methods in advertising," says Ralph Underwood Brett, advertising manager of James McCreery & Co., "is to get the facts about merchandise, and truthfully present them in a simple, straightforward, convincing manner. Moments of warm enthusiasm are often disastrous to the vision of the buyer who quite unintentionally overstates his merchandise. In other words, the picture he presents is out of perspective. The copy writer absorbs it and the artist absorbs it, so that through the combined efforts of the three the advertising is insincere; it conveys not only facts, but the strained effect of overrating and overselling the merchandise. The mind of the reader as a result is confused and direct action is not easily obtained.

"There is little danger of the understatement of merchandising facts. I do not believe this happens as frequently as the overstatement. It is usually a result of over construction and lack of plan. I have yet to see the time when, if buyer and advertising manager get together, the true merits of an article could not be brought out with such convincing clearness and power, that the advertisement would sell the goods."

A Progressive Store

Romaine E. Allen, proprietor of Allen's Crockery Store, Rockford, Ill., is justly proud of his establishment, which is one of the most progressive china and glassware stores in that section of the country.

He recently moved to his new store in West State Street, just across the street from his former location, and at the recent formal opening of the new place, the store was crowded with enthusiastic customers.

Mr. Allen presented the women callers at the opening with flower bowls, and the children with appropriate gifts.

The main floor which is devoted entirely to china and glassware is equipped with very handsome new mahogany fixtures, which make an attractive background for the extensive and attractive stocks, including sixty-five open stock dinnerware patterns alone, which gives an idea of the business done by this up-to-date establishment.

Overlooking the main floor in a large balcony where the housefurnishing department and offices of the concern are located, the second floor is given over exclusively to toys.



China and Glassware Department of Allen's Crockery Store Rockford, Ill.

Mr. Allen's achievement, in building up the business to its present state of efficiency and prosperity, is indeed very commendable, developing it as he has from a notion store, that he bought out nine years ago in October.

Six years ago he started changing the character of the business and in two years notions were discontinued entirely and the store given over to china, glassware, housefurnishings and toys exclusively.

That this was an exceedingly wise move on Mr. Allen's part, is seen in the prosperous condition of the business which has shown a substantial gain in sales from the beginning. The sales at present in their new location are running ahead of what they were in the old store at the rate of nearly one hundred per cent.

"If I Were a Salesman"

If I made up my mind to become a salesman, I would st satisfy myself that the merchandise I was to ll was the best on the market as to

First—Quality.

Second—Price.

Third—Business Policy.

I'd satisfy myself that the organization with which I as to connect was one that I could conscientiously work r and respect.

I'd learn my line, and also all of my competitor's lines detail, and know exactly what I had to offer in the y of models and prices as compared with the other llow.

I'd school myself in approach and try it out from all gles, selecting the one that produced the best results.

I'd standardize my sales talk and present it clearly and stinctly, eliminating useless words and refraining from e use of slang.

I'd try to be a high-class, dignified salesman and win e respect of my customers.

I'd follow up every lead given me by a customer, and to cite to him an example of where some of my other stomers had profited by the same situation.

I'd keep in touch with my trade at all times, and I'd itivate the acquaintance of everybody in the store, remembering that the clerks and repair men of today become the dealers of tomorrow.

I'd carry a memorandum book, arranged alphabetically, which I'd write the name and hobby of every jeweler, tch maker and clerk in my territory.

I'd put my business on a friendship basis just as soon possible by catering to the friendship of everyone with om I came in contact.

I'd keep a suggestion book and pass on suggestions that onsidered of value.

I'd endeavor to command every interview.

I'd learn the place to get enthusiastic, the place to get emn, the place to bang my fists on the counter, and place to shut my mouth and keep quiet.

I'd defend my house to the last breath.

I'd remember where my pay check came from.

Selling Glassware in the Madras Market

The market for glassware in India is limited essenly to the European population because the purchasr power of the native inhabitant is very low. Among Europeans, however, there is a fair demand for glasswe of various sorts. In approaching the Indian market erican glass manufacturers should give the agent who handling their line all the assistance possible in the form sales literature and other sales helps. In this way a ain amount of circularizing can be done and by this ns the goods can become better known.

Buyers in New York

AUGUST 16, 1923

I. Jones, toys, A. W. Lucas Co., Bismark, N. D., McAlpin.

R. H. Thee, housefurnishings, toys and pottery, J. H. C. Petersons Sons, Davenport, Iowa, 23 East 26th St. (Mdse. Reporting Co.).

B. L. Weaver, housefurnishings, Linn & Scruggs D. G. Co., Decatur, Ill., 1184 Broadway (Fellows Buying Corp.).

E. W. Novotny, housefurnishings, Herzfeld, Phillipson Co., Milwaukee, Wis., 1184 Broadway (Fellows Buying Corp.).

G. B. Brown, housefurnshings, Burgess Nash Co., Omaha, Neb., 200 Fifth Ave.

C. H. Trueman, housefurnishings, china and glassware, Root D. G. Co., Terre Haute, Ind., 23 East 26th St. (W. T. Knott).

S. Blum, toys, Cahn Coblens Co., Baltimore, Md., Pennsylvania.

AUGUST 17, 1923

O. Davis, housefurnishings, J. R. Libby Co., Portland, Me., 432 Fourth Ave.

W. W. Taylor, housefurnishings, D. M. Read Co., Bridgeport, Conn., 315 Fourth Ave. (D. G. Alliance).

C. G. Walline, toys, D. B. Loveman Co., Chattanooga, Tenn., 23 East 26th St. (Mdse. Reporting Co.).

G. Pese, toys, G. Pese, Furth, Germany, McAlpin Hotel, Room 366.

N. L. Riteman, housefurnishings, Leyser & Co., Greenville, Miss., 115 West 30th St., Pennsylvania.

AUGUST 18, 1923

M. Ricker, housefurnishings, china and toys, M. L. Parker Co., Davenport, Iowa, 352 Fourth Ave.

AUGUST 20, 1923

G. H. Nevins, housefurnishings, Castner, Knott Co., Nashville, Tenn., 23 East 26th St.

L. Benedict, china and housefurnishings, A. Pfeifer Co., Providence, R. I., 352 Fourth Ave.

A. T. Summer, housefurnishings, Caheen Bros., Birmingham, Ala., 352 Fourth Ave. (Kirby, Block & Fischer).

AUGUST 21, 1923

E. M. Luther, housefurnishings, B. Lowenstein & Bros., Memphis, Tenn., 120 West 32nd St. (M. H. Gradwohl).

W. W. Mosher, housewares, Sibley, Lindsay & Curr, Rochester, N. Y., 432 Fourth Ave.

W. E. Hoffman, lamp shades, New Bedford D. G. Co., New Bedford, Mass., 315 Fourth Ave. (D. G. Alliance).

F. M. Taylor, housefurnishings, Maison-Blanche, New Orleans, La., 120 West 32nd St. (M. H. Gradwohl).

J. C. Nugent, toys, Herzfeld, Phillipson Co., Milwaukee, Wis., 1164 Broadway (Fellows Buying Corp.).

W. L. Brenn, housefurnishings, Alms & Doepke Co., Cincinnati, Ohio, 350 Broadway.

A. D. Hutzler, china and glassware, Hutzler Bros., Baltimore, Md., 352 Fourth Ave.

F. W. Rhodes, lamps, shades, glassware, gifts, etc., R. Weill & Co., San Francisco, Calif., 15 East 20th St.

J. E. Fronani, glassware, Woodward & Lathrop, Washington, D. C., 320 Seventh Ave.

M. A. Blum, lamps, G. A. Stifel Co., Wheeling, West Va., 116 West 32nd St. (A. Fantl).

J. W. Morehouse, housefurnishings, J. W. Morehouse, Cleveland, Ohio, Latham.

AUGUST 22, 1923

W. W. Mosher, housefurnishings, Sibley, Lindsay & Curr, Rochester, N. Y., 432 Fourth Ave.

B. Baruch, toys, Foreign Importing Co., Cleveland, Ohio, 42 East 11th St.

J. E. Perkins, housefurnishings, glassware, crockery and toys, Denton-Ross-Todd Co., Lexington, Ky., 333 Seventh Ave. (J. M. Biggins).

S. A. Landsburg, china and housefurnishings, Gilmer's, Inc., Winston-Salem, N. C., 44 West 18th St.

T. R. Whitehead, toys, Cahn, Coblenz Co., Baltimore, Md., Herald Square.

J. B. Powrie, housefurnishings, china and toys, Castner Knott D. G. Co., Nashville, Tenn., 23 East 26th St. (W. T. Knott).

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

HELP WANTED

REPRESENTATIVES WANTED: IN VARIOUS PARTS OF THE UNITED STATES AND CANADA FOR WELL ESTABLISHED LINE OF ART CHINA, INCLUDING A GENERAL LINE OF LUSTRE WARE, LUSTRE TEA AND CHOCOLATE SETS, MATT GLAZES AND GOLD ENCRUSTED CHINA. THESE ARE RECOGNIZED TO BE THE FINEST LINES OF THEIR KIND ON THE MARKET AND ONLY FIRMS OR INDIVIDUALS WHO CAN PROCURE A LARGE VOLUME OF SALES COULD BE CONSIDERED. ADDRESS REPLIES TO BOX 275, CARE CROCKERY AND GLASS JOURNAL.

A well established Dinnerware Pottery wants Sales Manager who is experienced and successful in organizing and managing a national sales force calling on the small general stores as well as the larger trade. In reply mention age and salary expected, also how employed at the present time. All correspondence strictly confidential. Box 271 care CROCKERY AND GLASS JOURNAL.

WANTED—AN ENGRAVER FOR COPPER PLATE WORK. APPLY THE MAYER CHINA CO., BEAVER FALLS, PA.

SITUATIONS WANTED

HOUSEWARES, CHINA AND GLASSWARE buyer or assistant buyer with eight years of thorough and practical experience, five years of department store buying and selling experience, at present employed, desires connection with progressive house. Trade references furnished. Box 277, care CROCKERY AND GLASS JOURNAL.

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CERAMIC COLOR RECEIPTS FOR SALE—Enamels (including gold colors), underglazes, oxides, bases and stains for pottery, tiles, bricks, bodies, slips, glazes and iron enamels, as used by manufacturers in British Isles. Sherwin, 32 Stoke Road, Stoke-on-Trent, England.

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CHICAGO SHOP BUILDING—17 No. Wabash Ave. Devoted to exhibit of glassware and crockery, heart of retail district. 1,500 square feet, will divide. Reasonable. Room 502.

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Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all COLORS. Private Moulds Worked.

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DINNERWARES

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FANCY CHINA ASSORTMENT
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LAMPS and SHADES
NOVELTIES, Etc., Etc.

Taiyo Trading Co., Inc.

101 Fifth Ave., New York

Taiyo Trading Co., Inc.
325 W. Madison Street
CHICAGO

Canadian Representative
H. C. Bedlington
79 Wellington St., W.
Toronto, Ontario

Stopping People at Your Door

(*Continued from page* 14)

"Old stuff! Of course it is. It's almost as old a Christmas, but believe me it is good stuff. I've seen streets blocked by just such a window.

"I think I'm going to get back to some of the o forms of decoration. I'm thinking of using evergr festooning with bright poinsetta flowers. I'm goin get the sign painter to paint me a small winter scene cover it with artificial snow that will glisten in the li This I'll frame with evergreen and hang in the cente the background. Last year I had a Santa Claus out which I stood in the corner with a bag pouring his gifts, so this year I'll not use a Santa Claus, b attracted the crowds for days."

Mr. Brown told me a lot of other window displ but we'll have to tell you about them some other t Just the same, you can follow Brown's plan, and h ideas on tap all the time. Just get the scrap book ha

Pottery Orders Placed Early

Incident to holiday business is the volume of or being received for first quarter delivery in 1924. S specifications of this character were placed as earl as May, and since then more of such business has been ceived. Quite a lot of "January sales" merchandise a been ordered, and also goods for February and Ma delivery.

ESTABLISHED IN 1874

PHONE STUYVESANT 6052

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to
CROCKERY, GLASS, HOUSEFURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS
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Managing Editor
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AS THE EDITOR SEES IT

THE BUSINESS PROSPECT

WHILE the chaotic condition of Europe is admittedly bad and the financial straits of Germany is desperate, a review of the mid-summer business in this country shows that it has been uniformly well sustained and of good volume. With production in basic industries maintaining a good level and demand not unduly lagging, the business and trade situation is unquestionably sound. Now that the seasonal dull period is about over trade and industry enters the last half of the active business year with decidedly optimistic looking.

IN many lines there was noted a definite increase in activity during the past wek and as this is being written improvement is more marked and sales are growing larger. The prospect of a shortage of coal is the cause of grave concern in some lines, but the general opinion seems to indicate the belief that the differences between the miners and operators will be settled without a protracted strike, if any. With the coming of cooler weather trade and industry has stepped across the threshold of the fall season and has increased the volume of buying.

FROM present indications it is apparent that those who expected a quick pickup of trade activity will be disappointed. Everything points to a continued demand for merchandise, varying in accord with public buying. Buyers who have been in the market and those now here, in quest of fall goods and for merchandise for the holiday period, are placing orders with caution, but the volume is by no means small. It is as yet too early to form even a rough estimate of the amount of business likely to be placed in the next few months. That trade will gradually accelerate from now on is certain and about the middle of next month the buying will undoubtedly be of very large volume. But until the buyers have more confidence in increased public demand, they may be expected to order more or less sparingly and feel their way.

BUYERS and sellers in the trade are optimistic as to the outlook for fall and winter. There is some disposition on the part of buyers to criticise the caution displayed by sellers. The effect of consumer buying is conceded to be an uncertain and unknown quantity, in view of the general tendency for prices to rise, and buyers are showing no disposition to force matters. But increasing interest in merchandise is being shown and the trend of orders in the wholesale markets points to a big movement of goods later on.

THE feeling in agricultural lines is decidedly more cheerful than for the past few weeks and the reports of mail-order houses indicates an increase in rural and urban buying over last year. Taking the two largest mail-order houses as fairly good indices, we find that the sales volume of Sears-Roebuck, for the seven-month period, increased 28.5 per cent over a like period last year, and sales of Montgomery Ward, increased 53.3 per cent for the same period. In chain stores, sales in Woolworth stores increased 15.6 per cent in July, Kresge 30 per cent and McCrory 28.3 per cent. While no individual figures are obtainable in department store sales, the average of reporting stores to the Federal Reserve shows a gratifying increase in sales over last year and in many cases special sales have established new high records. From these straws we may logically and sensibly assume that the potential public demand will result in a heavy distribution of merchandise this fall and very likely reach unusual proportions during the holidays.

Cashing In On Your Spare Time

How Salesmen Can Tighten Up on Their Slack Time and Turn Wasted Minutes Into Potential Profit for the Firm

EVERY salesman, however conscientious he may be, has his slack hours, either at the home office, or while on the road. And it has ever been a problem to tighten up on this slack, and make it serve a constructive purpose. Thus writes William B. Leach, in *Printers' Ink* magazine, and that which follows is from his pen.

"You can't expect a man to be working all the time," is a threadbare observation. Competent salesmen today are eager to make every minute count, and if, for some unexpected reason, a man is held in the office for an hour or so, he should be the last to defend thumb-twiddling.

The moment they appreciate it is really a loss to themselves, they think differently on the subject. Wasting the firm's time may not serve as an argument, but a salesman really works against his own best interests when he does not fill in the time chinks—doing something.

I have approached my men on this basis. I tell them that if they have a loose-end hour, it might be possible during that period to do something or think of something which would double their earning power.

About a year ago, our vice-president did some quiet checking up which proved embarrassing to all of us. He had one of his private office staff keep tabs on the hours salesmen spent "just waiting" or "just sitting around." These figures, presented to me in bulk, were startling. When you translated them into dollars, it was a bad showing. The men agreed to this. They had not realized it themselves.

The memo sent to me at the time was unforgettably just. It said:

We do not ask the salesmen to build empires while waiting for a telephone call, but we do feel that these odd minutes, now wasted, could be turned into dollars for the men themselves. A salesman need not be actually *selling* all the while—there are other things he can do, with profit to himself, first, and to us, indirectly.

Here were ideas I had not carefully considered. And, working from the thought that a salesman can do other things than sell, I began to study ways and means of tightening the time slack, both at the office and when men were sent out of town. A number of interesting possibilities were soon developed.

Help From Salesmen

One of the most satisfactory ideas was securing sales force collaboration in the matter of our advertising. We had bradded pads made up, six by twelve, with top wording which said: "Advertising Memo. Write down your reactions to our present campaign in all its phases." Then, on one side, there were ten little boxes containing questions related to the connection between the company's advertising and the work of the sales force. Comments were solicited. These pads were kept on desks always within easy reach, always within view. The same pads, in duplicate, were taken by men on the road.

We found that a salesman with a few minutes o leisure time on his hands, would almost invariably se the pad and give it consideration. The pages were re moved every day, incidentally. From the aggregate o these pads we have secured some invaluable advertisin material. Many suggestions have been accepted and pu into operation.

Prizes are offered to our salesmen for form letters t be sent to the trade. A salesman may submit as man as he pleases, and the cleverest letter is used. One i posted every week. In order to keep interest in the ide alive, our officials often supply themes, around which th men are to write.

Competition here is keen. You'll see a salesman busil engaged in composing letters when he has a half hou between calls. The incentive is there to do something an to do it as well as may be. The fact that one of our cul won for five consecutive weeks put the others on the mettle.

We feel that salesmen are in a position to give us ne thoughts, new blood, on our business correspondence ar several highly competent letter-writers have been dug u in this manner.

A great deal of interest has been taken in our syste of providing local newspapers which come from the larg cities and towns covered by certain salesmen. Thus, a man visits a string of Southern cities, such as Atlant Charleston, Macon, Griffin, Anniston, Jacksonville, et we subscribe to daily papers from those points and th are placed on the desks of the men who claim that ter tory. When a salesman has just returned from the ro or is scheduled to go out again soon, we see that the pape are accessible to him over a given period, and it is su gested that he may study them, with profit, in th relation to certain customers.

Salesmen are constantly picking up news items relati to customers. The advertising of the customer is clos watched as well.

To show how this works out: Not long ago, a sal man happened to come upon a news item in a Geor paper, telling how a certain merchant—the largest in t State—had been burned out, lock, stock and barrel. I the natural enterprise of the man prompted him to st a makeshift store down the street, where business w being conducted, after a fashion.

Immediately the salesman wired the merchant, voic his regrets and offered to send express shipments a to speed up adjacent jobbers, where it would help. T Merchant was interested in the unexpected enterprise the salesman. How had he learned of the fire?

When a salesman keeps tabs on the personal, as well the business news of a customer, it makes the best sible selling ammunition. Human nature enters in. all rather like to have our own little problems and ievements noticed. The local newspaper is a bringer hese items.

he moment those newspapers, published in towns on lesman's list, began to arrive, you would see the sales- poke his nose right into the midst of them with erish interest. The cost of this idea was as nothing pared with the good which resulted. It is possible un across one news item in a "home town" paper ch will mean a handsome order or a cemented business ndship.

alesmen do not deliberately waste time because of an erent tendency or desire to do so. Lack of directed gination is largely responsible. To keep busy all the le requires imagination. Certain types of mind re- e direction. They must be fed with ideas.

Ve never insist that salesmen use these suggestions of s, nor do we drive them, but we make the accumula- of little work-themes so attractive that no whip- method is necessary.

nd almost invariably we put across the suggestion these policies are more for their own good than for own. The salesman can make himself more valuable himself. An idea originated by us the early part of year has put the sales staff actively at work when it ht have been playing on the road, and supplied the with data which I do not believe could have been red in any other manner. On tinted stock, with drawn embellishment, we drew up a series of "Of- l Reports," consisting of letter-size sheets in three s.

Be a Babson" was the general thought. We asked men, while out after business, to give us weekly rts on how they found conditions in general. We le it clear that we wanted *their* specific reactions to t they observed in various parts of the country. ne of the queries were:

1) How do you find business in your territory?

2) What are the crop outlooks?

3) Are farmers in an optimistic frame of mind?

4) What is the Presidential-timber echo in territory red by you? What is said about Mr. Ford in this rd?

5) Are your customers cheerful in their attitude re- ling the next six months?

6) Are people buying—normally?

7) What is the gossip regarding business in the hotel ies and on trains?

8) What do *you* think of the business prospects for next six months, from actual contact with people in specific territory?

was very gratifying to find that the men enthusias- ly wrote out their answers and observations and did st conscientiously. Here was a tangible assignment. salesmen were rather proud to be looked upon as

(*Continued on page 21*)

The German Glass and Ceramic Industry

In the hollow glassware branch supplies of raw materials and coal were, generally speaking, satisfactory, and prices remain unchanged. Owing to the high costs of production, and the consequent high sale prices, business in the home markets slackened considerably. Exports also dwindled, as the prices asked were above those now ruling in foreign markets. In the ceramic industry the amount of business is also less. Complaint is made as to a scarcity of orders, and in many cases the hours of work have been shortened. Factories making vessels and apparatus for the chemical industry are now working in most cases to stock. In Regensburg home and foreign orders are also poor, and many home indents have been cancelled. In Mannheim there is good work being done on drain pipes for foreign account. In the Rhine district there is a shortage of coal, and several firms have shut down. Firms in the Black Forest are hampered by a lack of raw materials. The demand for high-class chinaware is poor, but more satisfactory business is passing in domestic and current chinaware; in Silesia and Saxony the crockery factories are not doing so well as they were a short time ago.

Stoke-on-Trent Exports

The total declared exports of all articles from the Consular District of Stoke-on-Trent, England, to the United States of America, during the month of July, amounted to £114,769, of which amount £104,060 covered shipments of earthenware and china. The total declared exports of all articles to the United States of America for the seven months of this year amounted to £773,774, compared with £647,744; £551,419; £602,335; £339,859; £355,550; £368,309; £269,032, and £279,599 for the same period of 1922, 1921, 1920, 1919, 1918, 1917, 1916, and 1915 respectively.

Summary Imports and Exports

The foreign trade of the United States for the month of June shows an increase in both imports and exports over the preceding month. Department of Commerce figures for the month of June, corrected to July 25, follow:

IMPORTS

	1922	1923
China, not decorated	$ 53,410	.....
China, decorated:		
From France	.....	$ 48,622
" Germany	.....	180,746
" United Kingdom	.....	2,621
" Japan	.....	291,631
" Other Countries	.....	57,292
Total	.....	$580,912

For Twelve Months Ending June

	1922	1923
China, not decorated	$ 704,720	$ 163,622*
China, decorated:		
From France	.....	445,803
" Germany	.....	1,353,709
" United Kingdom	.....	43,394
" Japan	.....	1,704,214
" Other Countries	.....	507,539

Earthenware, not decorated	$ 31,992	.....
Earthenware, decorated	413,670	.....
Total	$445,662	.....

For Twelve Months Ending June

	1922	1923
Earthenware, not decorated	$ 314,241	$ 80,311*
Earthenware, decorated	7,105,248	1,018,973*
Table, Toilet and Kitchenware, plain	.....	387,962†
Decorated	.....	2,580,533
Total	$7,419,489	$4,067,789

	1922	1923
Glassware, cut or decorated	$ 209,510	$ 111,116
Blown glassware	.....	103,878

For Twelve Months Ending June

	1922	1923
Glassware, cut or decorated	$1,773,514	$1,622,969
Blown glassware	.....	701,346
Total	$1,983,024	$1,734,085

DOLLS AND TOYS

	1922	1923
Dolls and parts of dolls	$197,949	$220,719
Other toys	683,775	721,891
Total	$881,724	$942,610

For Twelve Months Ending June

	1922	1923
Dolls and parts	$1,553,163	$1,993,077
Other toys	5,795,957	6,391,328
Total	$7,349,120	$8,384,405
Table and kitchenware of metal, enameled or glazed	$ 57,752	$ 1,627

For Twelve Months Ending June

	$398,503	$295,155

EXPORTS

	1922	1923
China and Porcelain:		
Table, Toilet and Kitchenware	$15,061	$14,124
All other	8,828	8,206
Total	$23,889	$22,330

For Twelve Months Ending June

	1922	1923
China and Porcelain Ware:		
Table, Toilet and Kitchenware	$101,530†	$185,239
All other	193,009	122,462
Total	$294,539	$307,701
Earthen and Stoneware:		
Table, Toilet and Kitchenware	$ 11,450	$ 2,534
All other	66,204	96,214
Total	$ 77,654	$ 98,748

For Twelve Months Ending June

	1922	1923
Earthen and Stoneware:		
Table, Toilet and Kitchenware	$ 51,003	$ 87,175
All other	1,156,220	820,459
Total	$1,207,223	$ 907,634

For Twelve Months Ending June

	1922	1923
China and Porcelain Ware:		
Table, Toilet and Kitchenware	$101,530†	$185,239
All other	193,009	122,462
Total	$294,539	$307,701

DOLLS AND TOYS

	1922	1923
Dolls and parts of dolls	$ 12,986	$ 17,375
Other toys	108,803	143,342
Total	$121,789	$160,717

For Twelve Months Ending June

	1922	1923
Dolls and parts of dolls	$ 152,552	$ 251,760
Other toys	1,443,193	1,878,609
Total	$1,595,745	$2,130,369

GLASSWARE

	1922	1923
Table glassware, plain	$122,936	$198,78
Table & other gl'ware, cut or engraved	10,796	19,92
Globes and shades	39,491	38,33
Total	$173,223	$257,03

For Twelve Months Ending June

	1922	1923
Table glassware, plain	$552,535†	$1,966,74
Table & other gl'ware, cut or engraved	133,882	227,40
Globes and shades	213,843†	440,08
Total	$900,260	$2,634,23

TABLE AND KITCHENWARE OF METAL, ENAMELED OF GLAZED

		For Twelve Months Ending Jun	
1922	1923	1922	1923
$54,014	$112,073	$600,770	$1,129,392

* July 1 to Sept. 21.
† Jan. 1 to June 30.

The Danish Porcelain Industry

As regards the more expensive Dutch porcelain, says a report for 1922, just issued, the demand from the genera public decreased, while considerable competition was ex perienced from abroad, particularly from countries with low rates of exchange. Competition from these coun tries affected sales not only on the home market but als abroad.

South Russian Glass Works

The glass factories under the control of the Southern Chemical Trust have been making satisfactory progress The production of the Levenhoff factory has been work ing at peace-time level for some months, and is con tinuing on the same scale. The position at the Kon stantinovsky chemical factories is also an improving on month by month. In May this establishment turned ou 6,969 cases window glass. At the moment the factor runs at 90 per cent pre-war rate.

Household Appliances to be Feature of Com ing Electrical Show

The important part that electricity plays in the opera tion of the home will be shown in a series of interestin household exhibits at the forthcoming Electrical and In dustrial Exposition at the Grand Central Palace Ne York. The show this year will be the sixteenth annu exposition and will be held during the ten days of Octobe 17—27. There will be model apartments in which th local electric light and power companies will show th uses of the various electrical appliances and besides thes exhibits there will be trade displays by the manufacturer Even with the show two months off there has been gre demand for space by those who exhibited last year, an on July 30 more than 80 per cent of the space had bee contracted for. The exhibits of electric household appl ances will include kitchen appliances such as ranges, fir less cookers, grills, toasters, percolators and dish washer house cleaning equipment such as vacuum cleaners ar floor polishing machines; electric refrigerators; ar laundry equipment such as irons, ironing machines, wash ing machines and drying machines.

CAUGHT IN THE NEWS NET

THE wide circle of friends of Geo. B. Jones, American representative for Johnson Bros., England, will be gratified to learn that he is recuperating very satisfactorily, from a slight relapse he suffered last week at his home in East Orange, N. J. On his recent trip to England, Mr. Jones had an attack of pneumonia and had recovered sufficiently to make the trip home. After his arrival home, however, he was not well, but is now getting along nicely and is expected to be able to be at his office within a short while.

Oliver Phillips, buyer for The Fair, Chicago, left for home on Tuesday, after looking around the local market for a few days after his arrival in New York last Friday, from a European buying trip.

Ernest J. Johnson, head of Johnson Bros., England, is a passenger aboard the Celtic, due to arrive here on Saturday. Mr. Johnson will spend some time here, on a visit, in connection with the concern's business in this country.

D. King Irwin spent the first half of this week on a visit to the factory of the Iroquois China Co., Syracuse, N. Y., which he represents in the New York market.

Miss Lettia Brown, secretary to Chas. A. Postley, is forgetting business cares for the next two weeks on a vacation trip to Niagara Falls.

Samuel P. Megahan, manager of the sales department of the F. E. Schumacher Co., Hartville, O., manufacturers of window screens, is in town this week on special business for the firm, as well as to call on some of his old friends in the trade. Mr. Megahan was formerly well known in the trade as china, glass and housefurnishing buyer for The Famous Stores, Braddock and McKeesport, Pa.

Chas. A. Postley & Son, have just added to the various lines they represent that of the Mutual Lamp Co., manufacturers of metal lamps. They now have the complete line on show at their salesroom.

William G. Mueller, the well known importer, is now in Europe on a visit to the factories there, which he represents in this country.

Clifton Allen To Buy For Strawbridge & Clothier

Speculation that has been rife in the trade for several weeks, or since the death of Frank P. Walsh, formerly buyer for Strawbridge & Clothier, Philadelphia, as to who would be his successor, was finally put at rest this week, when it was announced that Clifton Allen, assistant to Lee Schoenthal, at Gimbel Bros., New York, had been selected for the place.

This is one of the most important china and glassware departments in the country and the concern's selection of Mr. Allen, is indeed a compliment to his ability.

Mr. Allen was for many years connected with the old china and glassware firm of Higgins & Seiter, where he acted as glassware buyer. He later went with the Gimbel store as assistant to Mr. Schoenthal, where he has been for several years, with the exception of one year spent with George Borgfeldt & Co., as a member of the concern's traveling staff.

He has practically been brought up in the business from a boy. He worked in his father's china and glassware store known as Allen Bros., at Poughkeepsie, N. Y. This firm, by the way, having a history of about a hundred and fifty years in the Allen family, having been known, before it ever came into the possession of Mr. Allen's father, as Joseph E. Allen & Sons.

William Haviland Honored By French Government

The numerous friends of William Haviland of Theodore Haviland & Co., will learn with satisfaction of his nomination to the grade of Chevalier of the Legion of Honor.

The Minister of Foreign Affairs has wished by this distinction to honor the Chief of the Factory of Porcelaine of Avenue de Poitiers, who succeeding to his father, Theodore Haviland, has brought to the highest point of perfection and development, one of the most beautiful of our national industries.

The official nomination follows:

"Services rendered to French Industry & Commerce —Founder and Administrator during the war, of the benevolent hospital—No. 141 bis—William Haviland, thanks to his perfect courtesy has known how to conquer the sympathies of our countrymen."

We address to him our most sincere and friendly felicitations.

Buyers in New York

AUGUST 23, 1923

L. W. Bundy, crockery and glassware, Efrid's Dept. Store, Charlotte, N. C., 126 5th Ave.

T. R. Whitehead, toys, Efrid's Dept. Store, Charlotte, N. C., 126 5th Ave.

J. L. Haines, housefurnishings and glassware, J. B. White Co., Augusta, Ga., 23 East 26th St. (W. T. Knott)

(*Continued on page 26*)



WHAT THE POTTERIES ARE DOING



THROUGHOUT the generalware industry, manufacturers and those in charge of decorating departments have begun to give attention to new treatments to be placed on the market late in December for 1924 delivery. All of these, of course, will be featured during the January market season. The majority of the new patterns have been purchased, and first samples have been run through the decorating kilns. As in years past, conventional designs predominate and border treatments are leading features. Some very clever designs have been created, and many are bound to prove popular with all classes of buyers.

———

Judging from the volume of business now on order files in the various pottery offices, there is no sign of a slow season in the generalware industry, during the remainder of the third and last quarter of the year. Unusual activity prevails in all shops, and in practically every instance, the utmost production is being maintained. There is no fuel shortage, and all shops are pretty well supplied with labor. Here and there the usual vacancy is to be noticed, but this is nothing out of the ordinary. The situation as a whole is good, both from a buying and selling standpoint.

———

Herbert Goodwin, for many years general superintendent of the plant of the Crescent China Co., Niles, O., before that business was sold to the Atlas China Co., that is now operating the plant, is to return to that organization. Mr. Goodwin went with the Sebring interests when the company moved from Niles and erected a new plant at Alliance, O., and he with Samuel Morley supervised the construction of the Alliance shop. Mr. Goodwin is one of the most noted ceramists in the generalware field. He was practically "born" in the business, and at one time had charge of a pottery in Mexico. He is a member of the American Ceramic Society, and a son is a modeler and designer with the Edwin M. Knowles China Co., of this city.

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Construction of the second unit of the plant of the Owen China Co., Minerva, O., has been completed and will be on a production basis within a very few weeks. The addition, which cost upward of $125,000, was designed when Charles W. Foreman was general manager of the company. The shop is under the general supervision of William J. Thrower, formerly employed in the East Liverpool district. It is said that the new lines this fall to be placed on the market by this concern will be suited for the department store trade.

From the volume of applications being received by Homer Laughlin China Co. for positions in their n plant, one would be led to believe that other manuf turers would be in rather sore straits when the new sh gets into production. Nothing of the sort is anticipat however. New potteries have been erected in years pa and yet the old plants have always succeeded in gett along as if the new ones had not started. The same sit tion is expected to prevail in this instance. Starting o new pottery always causes workmen to change from h to there, and after things have settled down, it is alwa found that there is a man waiting for every vacancy.

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It is currently reported that several hundred additio stores are to be added to the Jones Bros. chain of tea a grocery stores, which will mean a greater distribut area for the Anchor Pottery Co., of Trenton, N. J. T former interest absorbs the entire production of Anch plant.

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Both plants of the Hall China Co. are being operated capacity. Demand for their entire line is exceptiona active, and in addition the company is forwarding c siderable specialty business. New decorations for th teapot line are being designed for the 1924 trade.

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More china and earthenware is being exported by mestic manufacturers than ever, according to official ports just made known here, notwithstanding the dema for domestic consumption is heavier than ever. Dur June, 1922, the value of the exports of these two Am can commodities were valued at $26,511, and in June shipments were valued at $16,658. From Jan. 1 to J 30, 1922, the value of such domestic ceramics expor was placed at $152,533, but from June 30, 1922, u June 30, 1923, the shipments were valued at $272,4 or an average of $22,700 per month. It is a known f however, that American pottery manufacturers, so a as the china and generalware industries are concern rarely catered to export business, except to Canada, M ico and Cuba.

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Mail orders with all generalware plants hereabouts c tinues active, and the few salesmen who are on the r are also doing well. The general demand for merch dise continues, in fact all lines are active, both decora and plain white. Hotel ware is in very good request w those concerns making a semi-vitrepus product. Th is the usual scarcity of some items, but the bulk of or are being shipped from all factories complete. O stock business is very good.

(*Continued on page 26*)



GLASS FACTORY ACTIVITIES



ALL orders have been in rather active receipt in all offices of glass factories, and this indicates that all shops will be continued on an active basis during remainder of the year. While new business held up ly well during August, there is every reason to be- e that shipments for September will far exceed those July and the month just passing. The situation as a ole is just as manufacturers believed it would be— ummer lull, so to speak, and then the beginning of the rush. Inquiries for the entire general line are more nounced now than has been the case during the last t weeks, although during the period orders held up y well. Factory managers, as well as sales managers, " set " for increased demands, and that these will be d for with reasonable promptness there is no ques- .

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surance adjusters are completing their work with rence to the fire that destroyed the plant of the New berland (W. Va.) Glass Co., and plans for rebuild- the shop are about completed. In addition to making nneys and lantern globes, the company proposes to a line of table and cut ware when the new shop is ly for operation. It will require several months to t the new plant, it is said.

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n order that its plant should be protected while some or repairs were being made, the Imperial Glass Co., aire, O., asked that a fire department be stationed on property. Fear was entertained that molten glass ht escape from a tank while changes were being made, it was proposed by the management to take every aution to guard against fire resulting.

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ire recently caused slight damage to the plant of the ning Glass Works, Corning, N. Y. Factory opera- s were not seriously interfered with, however.

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s exclusively announced in the JOURNAL last week, merger of the Jefferson Co., with the Jefferson Glass of Follansbee, W. Va., and the purchase by the latter rest of the machinery of the Republic Glass Co., roe, Mich., gives the trade an idea of the expansion gram of this corporation, which is under the active agement of Charles H. Blumenauer. According to latter, the capacity of the portable and lighting glass- e department is to be greatly augmented, while the ut of the lens and auto glass division is also to be ex- led. The new fall line of portables has just been ed on the market by this factory, mention of which made in the JOURNAL five weeks ago.

According to reports received here this week from the Los Angeles, Calif., district, the Technical Glass Co., of Los Angeles, has begun the erection of a factory at a cost of $25,000, and operations are expected to begin during October. The company proposes to manufacture flint glass door knobs, and sell the product with metal attachments. A long line of designs has been prepared. The Los Angeles Cut Glass Co., which is under the management of the Williams Bros., is reporting an active demand on the coast for cut tumblers and coaster sets.

China and glass departments in local department stores are pretty well fortified with lines for the early fall trade. Throughout the last two months all of these departments have been active in the sale of seasonable merchandise, but now there is more or less inquiry for fall goods. Now and then special sales merchandise has been offered the trade, but these items have been made up in some instances of assortments, particular items of which from time to time can be duplicated by the customer. There is a tendency on the part of the buyers to protect their stocks, and of course orders are being placed with this end in view.

Demand for portables and other lighting effects shows no signs of abatement, according to sales managers of these particular factories. Resident sales agencies of these plants are forwarding some good business to home offices, shipping instructions being about equally divided between " immediate " and " October." However, order files in all these plants are pretty well filled, and " immediate " at times will mean late September or October forwarding.

According to an agreement entered into between Emil Magett, of Maume, O., and the Chamber of Commerce, of Barnsville, O., the former will be assisted in taking over the idle factory of the Eastern Ohio Glass Co., at Barnsville. The consideration has been placed at about $15,000. The Barnsville shop has been idle for some time.

Local glass salesmen who are now traveling the northwest territory have advised home offices of improvements being made to the Auerbach Co's, department store at Salt Lake City, Utah. In June last, the JOURNAL gave details about the proposed improvement. The new store will have an enlarged china and glass department, when changes are finished.

What's New in the Market?

Here are a Few Answers to This Question to Post Buyers on New Offerings

Jones McDuffee & Stratton's Exhibit

One of the attractions in the New York market at the present time, is the interesting display, made by the Jones McDuffee & Stratton Corp., Boston, in Room 363, at the Hotel McAlpin, in charge of James P. Gordon and J. Joseph Snyder.

Here is to be seen an array of unusually well selected patterns in English, French, Bavarian and Japanese dinnerware.

Among the showing of English ware, one pattern that invariably attracts attention, is a charming embossed basket weave wide band with an edging of burnt orange and inside quarter inch border of the same color. A very colorful center motif of a basket of flowes, gives the treatment a charming finish. This is shown on a very graceful and well proportioned shape, that shows off the pattern to the best possible advantage. Still another treatment that is most pleasing in its simplicity, is a blue and white floral and figured border, done in alternating panels, this also has a center floral spray design.

In Bavarian ware, there are a number of decorative arrangements of a type that are destined to make active movers at retail.

There is also a particularly well chosen selection of gold encrustations and other dainty effects in French china, as well as three exceedingly good treatments in Japanese ware.

Aside from the dinnerware, is shown some interesting items in fancy china as well as art wares in cloisonne, Satsuma, etc., also artistic jugs and fancy pieces in English Devon ware.

The complete display is quite above the average from a point of attractiveness and excellent sales possibilities.

Bulbs Seeds and Plants At Interesting Prices

Excellent quality French Paperwhite Narcissus and Soleil D'Oor (Yellow) and a fine assortment of Dutch Blubs; Hyacinths and Narcissus, are being offered by S. S. Skidelsky & Co., 53 Park Place. These bulbs are of the finest quality and can be bought at reasonable prices, as the firm buys in quantity of only the best foreign and domestic growers, and handles only quality stock. There promises to be a greater demand for bulbs this year than in former seasons, as consumers have begun to favor the giving of bulbs in bowls for Holiday gifts, thus bringing the bulb into its own through broadcast publicity. The above concern is also merchandising a fine stock of seeds, plants and lilies for the florist trade. A catalog describing in detail the variety of these products, also mentioning prices, will be furnished upon request.

New Patterns Displayed By Fondeville

Distinctly original and appealing are the new samp of imported wares just placed on display at the sa room of A. J. Fondeville & Co., 135 Fifth Aver Among the new arrivals is a noteworthy hexagonal sh in tea pots, with protected spout, recessed handle flush cover. These pots are obtainable in six sizes, fr 18 to 48, and are shown in ten charming decorative tre ments, of which the Crown Derby is conspiciously attr tive. In addition to the pots there is also shown including sugar and cream, all in the novel hexago shape, and also in Rockingham in brown and blue b with checkered gold bands. In earthenware, a lov decoration in Crown Derby is displayed with and with center decoration and a very striking decoration o cluster of fruit in strong red, yellow and mauve outli with black and with black foliage and edge bands. A other particularly fine pattern, is the "Blue Luxe This consists of a wide powdered blue ground w medallions containing a red lotus flower and green lea with a center decoration of a large Egyptian vase in bl with a trailing spray of red flowers and vivid green lea While distinctly Egyptian, this decoration is by no me bizarre and forms a rich and colorful dinnerware tre ment. In Swiss china, a number of appealing decorati are shown, consisting of hand decorated plates in grou lay borders framed in black lines and with centers fruit, and baskets of flowers in soft colors and with sce centers, very distinctive and charming.

Roseville Line Distinctive and Beautiful

In combining graceful shapes with a diversity of col ings, the wares of the Roseville Pottery Co., Inc., played in the artistic showroom of the New York off 292 Fifth Avenue, under the management of F. D. V Arsdale, are one of the conspicious features of the lo market. Emphasizing originality is the new "Cor thian" line of pottery, with its fine cream body, decora in the appealing Italian Renaissance style. Among items are classic shapes in jardinieres in many siz and a display of pedestal jardinieres in large oversiz including something entirely new in low-bases, which particularly well adapted for utilizing palms for inter decoration. In the smaller items are charming bowls a candlesticks. Of very wide appeal to buyers in search the higher grade of art wares, is the "Volpato" li so-called because of its close resemblance in character the famous pottery made by Giovanni Volpato, a fam engraver of Venice who established a pottery in 1790. T

d is of a fine body, deep cream in color, and the ssed decorations in relief, of festoons of flowers and executed flutings, is charmingly displayed on the cal shapes. The items comprise a wide choice ancy numbers, bowls, candlesticks, etc. In Rosecraft" line an appealing showing of cupped anged bowls and comports, in large, medium and sizes, and candlesticks is a noteworthy one. The range includes green, rose and mirror black and a y of shapes in vases especially well designed for mounting. Decorated with the rich and shimmer- etallic glazes, the "Paleo" line of vases comprises utiful display. The colorings in mottled effect, are rayed on, but the artistic and original blending of metallic colors are achieved in the firing. Dark e, various shades of green, blue and leather browns lowing copper reds, form a display of more than ary appeal. The line includes a diversity of vases in and medium sizes and a very distinctive range of sizes suitable for lamp bases.

An Attractive Novelty

Among the novel things to be found in the local rt, is a perfume lamp just introduced by Henry t, 24 West 23rd Street. The lamp is of a very ful shape in frosted glass, in a pretty light floral cut g. It has a silver plated perforated top, to which ched a small electric bulb, when this is in place, it nates the lamp, at the same time heats the perfume, or from which is permitted to escape through the ations in the cover. The lamp is shown in both a d squat shape and in a selection of three colors, , blue, and green. It can be retailed at three s with a good profit for the dealer.

Cashing In

(*Continued from page* 15)

ness Reporters" and embryo Babsons, in their own

y frankly admitted that at the close of a day or in- n times, they took out their colored sheets and filled n with live data. And it should not be overlooked finite good came from the reports. We gained an priceless and exclusive résumé of conditions in all f the country, from an unbiased source. The home s using these reports to wonderful advantage. The rom them is assembled, edited, cut down and issued ap paper in booklet form, when it is then handed ividually to all members of the sales department. much the same idea is used in connection with g track of what our competitors are doing. When it for a man to get home from the road, he has for- a great deal. If he jots it down when it is fresh mind, the facts are much more illuminating.

s, an entirely separate set of sheets for use in be- times has to do with our competitors. Questions ed, such as:

m do you consider our most formidable com- ?

What accounts for their strength?

Are they getting out any new lines or changes in old lines and did you hear any rumors of novelties to come?

In what towns did you find competition keenest?

Where do our competitors seem to get the best of us, as you see it?

Do you meet with criticism of our goods or our service? Of what character is this criticism?

Here again, salesmen took the time and the trouble to write out reports largely because the questions were live and interesting and because there *were* questions. Prior to this, we asked men to "make out reports." They seldom did so, because there was no starting point. They really required directing and an inspiration. Moreover, these documents, in their printed form, had an "important, official look." A salesman had the feeling that he was writing a piece of world history.

I repeat—salesmen will not deliberately waste time if they are shown how to take advantage of these spare minutes. But you can't "leave it to them" and their own initiative. They must be made to feel they are doing something very important and of large business consequence.

Loeser's August China and Glassware Sale Breaks All Records

One of the most successful sales of china and glassware ever staged by Frederick Loeser & Co., Brooklyn, opened on the 20th and Lee C. Moses, the buyer, informs us that the three-quarter page newspaper ad which heralded this merchandise event, broke all previous sales records. The ad is very attractively laid out with artistic drawings and with attractive cuts to illustrate the variety of desirable items offered. In high class wares we note $200 incrusted dinner sets for $129, and rich imported china dinner sets at $89 and $69.50. In American porcelain, a 100-piece set in basket design was offered at $17.98 and 32-piece luncheon sets at $3.98. In glassware, acid-etched gold stemware were featured at $1 each, 18-piece table sets in light cut optic at $7.98, water glasses with cut border, $1 dozen, and console sets at $1.69.

Pottery News

(*Continued from page* 18)

On the petition of the Mt. Clemens (Mich.) Pottery Co., the circuit court of that district has granted an injunction against the former employes of the company, who are on strike, from picketing the territory in the vicinity of the plant, the order being made temporary. At the same time the order was also granted against the National Brotherhood of Operative Potters. The bill of complaint was composed of 36 printed pages, and the temporary order restrains the potters on strike at Mt. Clemens from visiting the homes of present pottery employes in attempts to induce them to leave the pottery or to induce them to accept employment in other plants. The bill of complaint goes fully into the strike trouble at the Mt. Clemens pottery.

SOY KEE & CO.

Chinese Importers of

Gold Medallion Dinnerware

Also

Blue and White Canton China, Nankin and Chop Suey China, Tea Sets, Porcelains, Etc.

We import direct and have a complete stock at pre-war prices of the famous gold medallion and Blue and White Canton.
Write for Price List



Gold Medallion Dinnerware

7-9 Mott St. *Chinatown* New York

NEW MARTINSVILLE

No. 160-6—Iced Tea Jug and Cover

AN attractive and serviceable item with big sales possibilities. This is an iron mould jug that only an expert can tell from a paste mould. Our price on this item will surprise you.



We know you will order
Ask for prices

THE NEW MARTINSVILLE GLASS MFG. CO.

NEW MARTINSVILLE, W. VA.

The "DAZEY" Flower Holder

(PATENTED)

"WILL SAY IT WITH FLOWERS BETTER"



The three distinct advantages of the "Dazey" over any other flower holder made are:

First, allows the stems of flowers to be set in at any angle, giving opportunity for display of full natural beauty and effect.

Second, is heavy, strong and durable, and design prevents upsetting.

Third, is cast of a metal that will not rust or corrode, and will not mar or scratch the finest container.

Made in four standard sizes: 5¼, 4, 3¼ and 2¼ inches in diameter, and in five finishes: Foliage green, electroplate bronze, satin silver, gold lacquer and ivory enamel.

Retails from 50c to $1.50, allowing a liberal margin of profit.

Write for Illustrated Folder and Price List

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839-845 East 31st St.
Los Angeles, Cal.

N. M. CROSETT
Eastern Sales Agent
Room 609, 1123 Broadway
New York City

HERE IT IS!

We know you want our individual, economical

Sanitary Sugar Bowls

In 3 Sizes



for tray and cafeteria service but perhaps you did not know where to buy them. We will fill your orders direct, and without delay.

We guarantee these bowls as represented

Write for Catalog and Prices

The Sanitary Sugar Bowl Co.

Successors to Schoenheit & Pierce

Manufacturers

6230 Penn Ave., Pittsburgh, U. S. A.

BOSTON NEWS NOTES

By

R. B. Hemenway, Representative

BOSTON OFFICE
98
MAY STREET
NEEDHAM
MASSACHUSETTS

THE Bedford Building, which houses the offices and showrooms of about a dozen crockery and glassware firms, was the scene of a small fire on Aug-t 20. The blaze started from some unknown cause s rtly after two o'clock in the morning on the mezzanine f or. A single alarm was sounded, bringing the firemen, w o quickly extinguished the flames.

Harry R. Wheeler and Mrs. Wheeler spent the week e d just past at Pleasant Lake on Cape Cod at the home f Mr. Wheeler's father. The latter is in the cranberry r sing business there and has bogs covering about twenty a res of territory.

Harry R. Wheeler received a visit from Max Woolner o Woolner Bros. Department of the Bengol Trading Co., N w York, last week. Mr. Woolner brought with him a extensive line of new samples.

Miss Pauline Brady, assistant buyer of glassware for t e Gilchrist Co., returned to her desk on Monday after a wo-weeks vacation.

Mrs. C. H. Pearson, buyer for the George E. Homer C ., left on her vacation to be gone until after Labor D y.

Another buyer who started on his vacation last week w s Clifford Aldrich of the Thomas Long Co. Mr. A drich is head of the cut glass department.

Robert Voitle of the Pittsburgh Lamp, Brass & Glass C . opened an exhibition of his annual fall line last week a Young's Hotel.

James H. Turner of the Novelty Manufacturing Co. a d C. W. Pingree of the Taiyo Trading Co. were together last week on a sales trip to Portland and other N ine towns. They reported results as most encouraging f a prosperous fall season.

Miss Langon, who has been buyer of silverware for F. V renberg for many years, has severed her connection w h this company and will take charge of the same department for the Thomas Long Co.

Miss Edith O'Neil, assistant buyer in the glassware dep rtment at F. Vorenberg's, is away at present on a two-w eks vacation.

Among the corporations newly organized in New England is Platt & Co., Inc., Bridgeport, Conn. The business is wholesale crockery. The firm is capitalized for $110,000 and the incorporators are Arthur H. Platt, Milford, and Francis F. and Anthony J. Fasanella, Bridgeport.

The W. T. Grant Co. has leased the store and basement at 696 Washington St., Norwood, for a long term of years. The Grant Co. which operates a large chain of ".50 to $1.00" stores throughout the country, will occupy the premises after extensive alterations have been made.

L. Benedict, buyer for A. Pfeiffer & Sons of Providence was in Boston last week on a buying trip. The firm of A. Pfeiffer & Sons was formerly known as L. Dimond & Son.

Mail Order Prices Advanced

The fall catalogue of the Chicago mail order house of Montgomery Ward & Co., which will appear September 1, will show advances in prices ranging from 8 to 15 per cent, according to advices received here.

NARCISSUS

French grown

PAPER WHITE GRANDIFLORA BULBS

For growing in bowls

CONTENTS

Sizes	per case	Prices
13-15 "	1250	18.00 per 1000
14-16 "	1000	21.00 " "

Narcissus Paper White, 15 c/m and up, 900 case, $25.00 per 1000

50c per 1000 less on orders for 10 cases.
WRITE FOR REDUCED PRICES on larger quantities.

NOTE the extra large grading, packed in standard size cases.

Prices understood F.O.B. cars New York, packing and all charges included—no extras.

Terms, 60 days net, less 2% cash 10 days.

McHUTCHISON & CO.

95 Chambers St. **New York, N. Y.**

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

THE Chicago association has now decided to hold its third annual exhibit and plans working toward this end are now being rapidly formulated. The exhibit will be concentrated into one week and the place and date will be decided in the near future. A special meeting of the Glass, Pottery, Lamps & Housefurnishings Association of Chicago was called last week to hear the report of a committee of nine salesmen who met in conjunction with the executive committee of the association to formulate a recommendation on the future activities of the Chicago organization. The substance of the report of this committee and the executive committee was as follows: (1) to hold an annual exhibit of china, glass, lamps and housefurnishings under one roof, and for one week during the month of February, (2) to conduct a year-around advertising campaign to further the interests of Chicago as a permanent market, and to interest more buyers in coming to this market twelve months in the year, such a campaign to be conducted separately from the advertising of the annual exhibit, (3) to formulate plans which will demonstrate the importance of Chicago as a market in the eyes of manufacturers of the above mentioned lines and to show them the advisability of having their lines displayed in Chicago throughout the year. The report of the committee was well received by the association as a whole and after a brief discussion of the points mentioned the report was accepted by the association.

Fall weather during the past week has stimulated buying of early Fall merchandise on State Street. This, as usual, was reflected first in the ready-to-wear departments of the big department stores, but owing to the increased number of shoppers, the sales of china, glassware and housefurnishings were very satisfactory. An early and large Fall business in all departments is predicted by the buyers on State Street.

Wholesale business during the past week has shown some improvement as reported in the Marshall Field Trade Review. This says, "Road sales last week exceeded the previous week's total. There were more customers in the market than a year ago during the corresponding week. Current distribution of merchandise was greater than for the same time last year." The John V. Farwell Co. has the opening to say "records of road business show good gain in volume and number of orders received indicating a decided broadening in retail activities. Collections show a good gain for the month of August." The foregoing statements are a good indication of the general stability in Middle West trade. The demand for dinnerware continues strong, in fact the potteries are now unable to handle all the business being offered them. Glassware sales have also been active recently, inasmuch as there is talk of price increase for many items of table glass.

Lamp manufacturers have about completed order taking for the balance of the year and from this time on will concentrate on the production and delivery of their merchandise for the Fall and holiday trade.

"Jack" Kennedy of the Roseville Pottery was in the Chicago market last week with his samples.

Mr. Richter, china and glass buyer for M. L. Parker Co., of Des Moines, Iowa, expressed his confidence in the growth of the Chicago market and told of his interests in the past Chicago exhibits, at the recent meeting of the association. Mr. Richter buys in Chicago, he says, because of its central location, which enables him to save much time which otherwise would be consumed in traveling.

Recreation Products Corp., 1037 E. 75th Street, with a capital of $20,000, was incorporated last week. Conrad Dahl, Oscar Johnson and Carl Holstrom are the owners. The company will manufacture, buy and sell kites, gliders, airplanes, wagons, toys and novelties.

Chicago Reed Ware Mfg. Co., makers of reed furniture and reed lamps, have changed their name to Chicago Reed & Furniture Co. and increased their stock from $100,000 to $250,000.

Theodore Kruger Hardware Co., 4543 Broadway, has been re-incorporated for $30,000. Incorporators are Emma Kruger, Leo A. Kruger, Henry F. Antes. In addition to hardware, the firm will sell crockery and house utensils.

Alton House Furnishing Co., 227 Collinsville Avenue East St. Louis, Ill., was incorporated last week with a capital of $35,000. The company will carry on a merchandise business of all kinds.

Aluminum Factories, Inc., 234 S. Wells Street, has been organized with a capital of $100,000 and 4,000 shares non par value to deal in aluminum ware and products. L. P. Mack, R. Levine and Moses Levitan are the principals.

Mattoon Dry Goods Co., 1522 Broadway, Mattoon Ill., capitalized at $30,000, received a state charter last week to conduct a general dry goods store business

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

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Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

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Representing McKee Glass Co.; Eagle Mfg. Co.; Indiana Glass Co.; Lippincott Glass Co.; N. Northwood Co.; Mound City Glass Co.; D. C. Jenkins Glass Co., and Geo. R. West & Sons.

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Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER
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Note—Concerns wishing to secure space in this building for display purposes should apply to
ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street



Visit the Palmer House

Albright China Co., Room 25
Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales.
Phone, Dearborn 4700

Potters Co-operative Co., Room 684
Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.

While in Chicago Visit
STETSON CHINA CO.
1535-37 S. State Street
Phone Calumet 0876
We are prepared to make immediate shipments.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware. Pressed and Blown Etchings, Cuttings and Iridescent.

Harry G. Dalzell
Phone
Central 3497.

WALTER B. ANDREWS
30 East Randolph Street
Corner Wabash Avenue
Room No. 405

Representing
MONONGAH GLASS CO.
CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

9 N-WABASH AVE

Ira A. Jones Co.

9 North Wabash Avenue
Chicago

DINNERWARE
Pope-Gosser China Co.

GLASSWARE
Seneca Glass Co.
Susquehanna Cut Glass Co.
National Glass Novelty Co.

LAMPS AND SHADES
The H. E. Rainaud Co.
Wood Art Co.
Chicago Lamp & Frame Co.
Haven Co.
Shepherd Co.
Burke Studios
Phone Central 1606

Earl W. Newton & Associates

GLASSWARE
Imperial Glass Co.
Economy Tumbler Co.
Marion Glass Mfg. Co.
The Earl W. Newton Co.

DINNERWARE
Hopewell China Corporation

HOUSE FURNISHINGS
Sauquoit Toilet Paper Co.
Kewaskum Aluminum Co.
Schlueter Mfg. Co.
American Woodenware Co.
Acme Rubber Mfg. Co.
Phone Central 3236

9 N-WABASH AVE

TO LET

Why not Move In?

Rent at Pre-War Level

THE SEBRING POTTERY CO.
Mr. W. L. Gerald
4523 Racine Ave.
Chicago, Ill.
Phone: Edgewater 2380
Display Room, 1319 So. Michigan Ave.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

HELP WANTED

REPRESENTATIVES WANTED: IN VARIOUS PARTS OF THE UNITED STATES AND CANADA FOR WELL ESTABLISHED LINE OF ART CHINA, INCLUDING A GENERAL LINE OF LUSTRE WARE, LUSTRE TEA AND CHOCOLATE SETS, MATT GLAZES AND GOLD ENCRUSTED CHINA. THESE ARE RECOGNIZED TO BE THE FINEST LINES OF THEIR KIND ON THE MARKET AND ONLY FIRMS OR INDIVIDUALS WHO CAN PROCURE A LARGE VOLUME OF SALES COULD BE CONSIDERED. ADDRESS REPLIES TO BOX 275, CARE CROCKERY AND GLASS JOURNAL.

A well established Dinnerware Pottery wants Sales Manager who is experienced and successful in organizing and managing a national sales force calling on the small general stores as well as the larger trade. In reply mention age and salary expected, also how employed at the present time. All correspondence strictly confidential. Box 271 care CROCKERY AND GLASS JOURNAL.

BUYER MANAGER for housewares, china, toys and luggage. A real opportunity for a man who is thrifty, enterprising and knows how to promote sales for these departments and display wares. Send full details as to past experience, salary requirements, references and age. Lebeck Brothers, Nashville, Tennessee.

SALESMAN who has successfully sold all the hotel, restaurant, bakers, confectioners, soda fountain, ship supply houses, contract departments and chain restaurants and soda fountains. Thorough knowledge of china, glass, silverware, utensils and kitchen equipments, looking for a good proposition as salesman, representative or buyer. Box 278, care CROCKERY AND GLASS JOURNAL.

SITUATIONS WANTED

HOUSEWARES, CHINA AND GLASSWARE buyer or assistant buyer with eight years of thorough and practical experience, five years of department store buying and selling experience, at present employed, desires connection with progressive house. Trade references furnished. Box 277, care CROCKERY AND GLASS JOURNAL.

FOR SALE

CERAMIC COLOR RECEIPTS FOR SALE—Enamels (including gold colors), underglazes, oxides, bases and stains for pottery, tiles, bricks, bodies, slips, glazes and iron enamels, as used by manufacturers in British Isles. Sherwin, 32 Stoke Road, Stoke-on-Trent, England.

TO LET

CHICAGO SHOP BUILDING—17 No. Wabash Ave. Devoted to exhibit of glassware and crockery, heart of retail district. 1,500 square feet, will divide. Reasonable. Room 502.

Buyers in New York

(*Continued from page 17*)

B. W. Cramer, housefurnishings, Lansburgh & Bro., Washington, D. C., 115 West 30th St. (Weill & Hartmann)

J. E. Meyers, china and lamps, Piersol Co., Lancaster, Pa., McAlpin.

AUGUST 24, 1923

J. L. Haines, china, glassware, housefurnishings and lamps, J. B. White Co., Augusta, Ga., 23 East 26th St. (W. T. Knott)

S. Laubach, china and gift shop mdse., C. K. Whitner Co., Reading, Pa., 315 4th Ave. (D. G. Alliance)

AUGUST 25, 1923.

G. H. Hooper, gift novelties, Strasburger's, Coffeyville, Kan., Pennsylvania.

M. G. Nusbaum, gift novelties, Nusbaum's, Norfolk, Va., Waldorf-Astoria.

Mrs. J. Anderson, housefurnishings, Schemerhorn Co., Fort Worth, Texas, 60 West 35th St. (Wm. M. Van Buren) Pennsylvania.

J. G. Anthony, housewares, china, glassware, toys, W. C. Stripling Co., Forth Worth, Texas, 333 7th Ave. (J. M. Briggins).

I. Raiff, gen. mdse., The One Cent to One Dollar Store, South Boston, Va., 10 West 33d, Room 604.

AUGUST 27, 1923

D. Utterson, housefurnishing, toys, Efroymson & Wolf, Indianapolis, Ind., 38 West 23rd St.

R. Kaufmann, gifts, Z. I. White Co., Columbus, O., 171 Madison Ave.

Miss M. C. Walsh, china, glassware, lamps, Boggs & Buhl, Pittsburgh, Pa., 1140 Broadway.

"Says It With Flowers" Spirit Dominates Florists Convention

The Florists Convention held at Hartford, Conn., in the State Armory, August 21st to 23rd, brought together a number of florists, nurserymen and their wives, and many pioneers in the industry. It was a pleasant reunion of old-time seed, bulb and nurserymen, who had a chance to meet under one roof and discuss plans, and the business outlook for future development. The spacious main room in the stately Armory was a fitting place to exhibit the products of so important an industry. Many prominent seed and bulb houses were represented in their respective stands, which were artistically decorated with palms, ferns and shrubbery. Among the noticeable firms were F. Rynveld & Sons, S. S. Skidelsky & Co., American Bulb Co., New Amsterdam Co., Ralph Ward, Vaughan's Seed Store and others. The Zane Pottery Co. was well represented at a tastefully arranged booth, displaying some excellent blue pottery vases and bowls, and also numerous small gift objects of black decorated glazed pottery. A. H. Hews & Co., Inc., featured a large line of red pottery flower receptacles for the florists, hardware and housefurnishing trade. The members of the Association could not have chosen a more delightful spot to convene than the beautiful capital city, Hartford, Conn., renowned for its historic interest and natural attractions.

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades. Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all COLORS. Private Moulds Worked.

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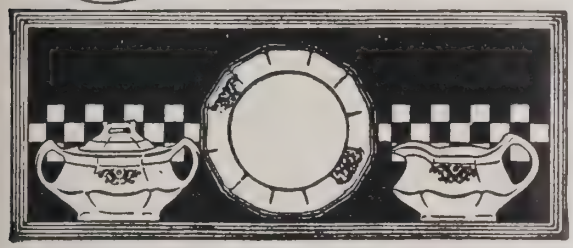
GLOBE DECOLORIZING COMPOUNDS

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B. F. DRAKENFELD & CO. INC.

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For

BULBS SEEDS PLANTS SUNDRIES

Chemical Exposition Opens on Sept 17

Plans for the 1923 Chemical Exposition, which will pen at the Grand Central Palace, New York, on Sep ember 17th and extend for one week, opening daily at oon and closing at 10 P. M., are about completed. Outside of the four hundred odd exhibits which are ex ected by the time the exhibition opens, two other fea ures have been planned for this year. They are a mov ig picture program of industrial films to be shown each fternoon and evening in a special auditorium for the urpose, and an intensive course in the practical business de of chemical engineering for students in various uni ersities all over the country. Upwards of 200 students ave already enrolled for the course at the Exposition. bout thirty authorities in various fields of chemical ngineering will discuss their specialties for the benefit f the students. Prof. W. T. Read of Yale University, in general charge of the student course feature of the xposition this year.

Among the speakers on the Student Course, are: oss C. Purdy, secretary, American Ceramic Society, olumbus, Ohio; "Ceramic Materials—Clay, Glass, Silica Enameled Ware," and P. S. Kingsbury, General Ceramics Co., New York, "Silica Ware."

Good Business Ahead Says Bank Forecast

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New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*

Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots

GEO. F. BASSETT & CO., *73 Barclay St.*
"The Dinnerware House of America."

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs of Lamps, Shades and Novelties.

COPELAND SPODE CHINA AGENCY, *43 West 23rd St.*
Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *135 Fifth Ave.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ. *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND & CO., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, *39-41 West 23d St.*
Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

LA PORCELAINE LIMOUSINE. *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

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M. ROSENBAUM & SONS, *32 Union Square*
Bavarian China Ware. Representing M. Rosenbaum & Sons, Bavaria.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., J. H. Weatherby & Sons, Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

L. STRAUS & SONS, *42, 44, 46 Warren and 116 Chambers Sts.*
Importers and Manufacturers.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Successors to Takito, Ogawa & Co. and the Tajimi Co. Japanese and Chinese Goods. Catalogues upon application. Tel.—Stuyvesant 3823. Chicago Office, 327 West Madison St.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, *24 West 23d St.*
Sole agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, *65 Barclay St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Cox & Company, Representatives, 120 Fifth Ave.*
"The House of New Ideas." Cameo Etchings and Encrusted Coin Gold.

BRYCE BROTHERS COMPANY.
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., *Fredk. Skelton, Representative, 200 Fifth Ave.*
Colored and Iridescent Glassware.

ECONOMY TUMBLER CO., *Morgantown, W. Va. Cox & Co., Representatives, 120 Fifth Ave.*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *224 Fifth Ave.*
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. *T. W. Hamilton, Representative,* 139 *Fifth Ave.*

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

ESTABLISHED IN 1874 PHONE STUYVESANT 6052

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CROCKERY, GLASS, HOUSEFURNISHINGS
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AS THE EDITOR SEES IT

LOYALTY AND SALES

WHILE it may be taken for granted that every retail merchant is appreciative of the importance which the loyalty of his employees contributes to his store, there a good many merchants who do nothing in particular to create and encourage this hearty goodwill of the sales force. An overwhelming majority of progressive merchants hold more or less regular meetings at which the head of the firm or some executive of the store talks to the workers. Sometimes these talks to the sales force are glorified under the name of "conferences," but whatever it may be called, a good many of the hours of contact fail to go over as the employer intended it.

As no store policy can afford to overlook the educational value of periodical talks to its workers, so every store should carefully plan a way to attract the interest and hold the attention of the employees in order to give home whatever message it is desired to achieve. A general talk is a sheer waste of time, for it discusses too many things. Be specific and take up but one or two important points and you will accomplish far more in a fraction of the time.

ANOTHER essential point is to avoid talking from the higher-up-man point of view. The best salesmen and saleswomen will require no conferences to increase their efficiency, for they will do it by their own initiative. But the majority of the workers in a store require all the incentive their employer can give them to perform their duties reasonably well, and a very large number must be constantly stimulated onward to better results. For this reason the one who delivers the store's message should not talk at the selling crowd, but with them. In other words, the most effective angle is not the viewpoint of the boss or the manager of the store, but the viewpoint of the salesperson. This point of view makes a vast amount of difference and the talk goes over or falls flat, according to whether it is taken advantage of or not.

AND this is so, because as the owner or manager of a store has a bigger position with all of its advantages, his viewpoint naturally reflects this bigger and broader interest in the business. Not so the salespeople, who hold relatively less important positions, who regard this talk as the "old stuff," to work harder and so make more money for the store, without benefitting themselves. This way of handling the subject is not likely to accomplish anything. To increase the loyalty of your force and in turn to increase their sales, it is first necessary to show the store workers where they come in and then to let them come in, for a promise is soon "old stuff" if it is too long in bearing fruit. In showing the salesforce—to convince them it will pay them to give their best, bonus and commission systems have been created. In some stores it has proven a very effective stimulant, but some merchants are not sold on this plan. Another way is to increase salaries in line with increased sales. This too has proven stimulating to selling efficiency, but all of these lack the powerful persuasion of the greater force of encouragement of all.

This is the sincere personal interest of the store. If every salesperson feels that the boss or the manager takes a real interest in their work and looks upon them as a fellow co-worker and not in the light of a "human lead pencil," then will that salesperson do the best. It is the utilization of human nature—the careful consideration of the human equation, which makes for real co-operation. This can only be accomplished through tact, by talking to the force from their point of view, not through the cold dictatorial conference. Be human. Talk to your employees without a trace of that "mightier than thou" attitude and you achieve the desired results.

Adjustments Without "Comebacks"

Complaining Customer Not Worse Patron, but the "Patient Sufferer" Type is the One Which Makes Trouble by "Knocking" the Store.

THERE was no question about the customer being dissatisfied. As she leaned over so close to the general manager that he had to draw back slightly to avoid contact, she not only expressed her dissatisfaction vocally, but she seemed fairly to exude it. Of foreign birth, though evidently well equipped with this world's goods, her blast of words was frequently punctuated by lapses into her native jargon. It seemed as if, like Tennyson's famed brook, she intended to go on forever, but the general manager, out of the wisdom born of many similar though less violent experiences, made no attempt to stop her. Finally, she ran down and paused, militant, though breathless.

When she started again, the general manager cut her short and told her that the store would allow full credit for the merchandise. The woman, apparently satisfied that justice had at last been done her, left the office.

After she had gone, a friend of the general manager, who had dropped in to see him on a personal matter and who was present during the incident just described, remarked that the latter was doubtless glad he did not get many customers like that to handle in the course of a day's work. The executive replied that it was not really his work to handle such matters, but added that he much preferred customers of this woman's type to the "patient sufferer" variety. The "patient sufferer," he said, is the most dangerous type of all to the success of any retail store, and he went on:

In this or any other large store, it is inconceivable that 100 per cent. of the transactions can be satisfactory to the customers. Mistakes are bound to happen, regardless of the efforts made to prevent them, and defective merchandise also creeps in in spite of careful examinations of goods when received. These facts being established, it is axiomatic that there are going to be displeased customers. Some of them will complain, as the woman did who was just here, and these we can satisfy if we believe or find we are wrong in either merchandise or service. We figure here, you know, that the customer pays for both and should have them.

But the "patient sufferer" customer is dangerous. This is the type of customer that will not complain and give the store a chance to right any wrong that has been committed, but will say nothing. Instead, this type of customer will transfer his or her buying to some other store and "knock" us to relatives and friends. Word of mouth advertising of that kind is the last thing that any store wants.

Take the case of Bill S—, who used to work with me at the B— Company's place before I broke into the department store game. He is still there and now has a big job with the house. He used to buy a good deal in here, and he used to run up to see me for a minute o two every time he came in. This went on for some time then he suddenly stopped coming.

I had not seen him for some time, until I ran acros him on Broadway a few evenings ago. I asked him wher he had been keeping himself, and why he hadn't been u to see me. To my surprise he told me that, while I wa a good fellow, I worked for a rotten store, that the stor had given him the roughest deal he ever got in his life, an that he was its eternal enemy. He didn't use those word of course, but that is what he meant.

I asked him to tell me about it, and he did. It seem that his little boy had been teasing for a bicycle while to young to ride it, and that he had been promised it as present for his tenth birthday. My friend had made note to get the machine for the boy but, due to one thin or another, had put off buying it until the last minut The day before the event he dropped into our sportin goods department, bought the bicycle, and asked th clerk to be sure to have it delivered the next day. H offered to pay to have it delivered special, but the cle told him he would put a special delivery ticket on without charge.

That night, Bill told me, the boy could scarcely get sleep for thinking of the coming birthday and the realiz tion of a hope long deferred. At least a dozen times h asked his father if the bicycle would surely come, and t latter solemnly assured him that it would. It had not a rived by noon of the birthday, however, and Mrs. S— telephoned Bill to that effect. He immediately called u the store and was assured that delivery would be rushe if it had not already been made. To make a long sto short, the bicycle was not delivered until the day aft due to a clerical error, and then by regular delivery. T boy who had expected to be the happiest in New Yo that day went to sleep that night with the salt of tears i his lips.

Bill almost cried himself as he told me about it. "D you blame me for keeping away from your damn store?" he asked. "I know it wasn't your fault, I, but that don't change things any. It can't change th fact that on the night of his tenth birthday, a day tha marks a very particular spot in every boy's life, my by went to bed wondering whether I loved him or not. Fr all he knew from the material signs, I was not only a tightwad but a liar to boot. The arrival of the bicyc next day brightened him up considerably, but nothing will ever remove the memory of the sting its non-arrival brought to both of us that day. I wouldn't have had it happen for a million dollars, and that's why I don't go near your place any more."

But why didn't you let me know at the time? I asked

"What good would it have done?" he countered. "It wouldn't have wiped out the boy's doubt of me that night."

Maybe not, I answered, but I'll tell you what I'm going to do. I'm going to tell the big boss about this, and I'm going to ask him to write your boy a personal letter telling him that it was all the fault of the store and also telling him that you are the finest daddy in the land.

"Go soak your head," Bill retorted, but the tone of his voice told me that I had registered. This morning he called me up and said that the boy was showing the letter to all the other kids in the neighborhood and threatening to lick any of them who felt like disputing it.

Bill hasn't been in to buy anything yet but he will. His case was not of the ordinary run, but it is customers like him that are dangerous to a store. Unless you happen to discover by accident what went wrong you never hear about it, but it means lost sales. Between the two, give me the customers who are willing to kick if there is something legitimate to kick about. After the dust settles, they are generally better friends of the store than ever.

Good Business Ahead Says Bank Forecast

The country is not entering a period of industrial depression, in the opinion of The Guaranty Survey, published by the Guaranty Trust Company of New York, which, in the current issue, suggests that conditions are favorable to a continuation of business. The restriction of export trade, the report indicates, is one important drawback in the entire situation.

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Domestic Exports of China and Earthenware

Domestic exports of china and porcelain ware for the month of June show a very slight decrease amounting to but $94 in table, toilet and kitchen ware from the figures for April. Miscellaneous china and porcelain ware, not including electrical porcelain, shows a decrease for the same period of $6,519. Figures for June, just made public by the Department of Commerce, follow:

Countries	Table, toilet or kitchen ware Dollars	Other china and porcelain ware Dollars
France	369	—
Sweden	—	100
England	125	180
Ireland	60	—
Canada—Maritime Provinces	701	189
Quebec and Ontario	5,912	3,908
Prairie Provinces	105	918
British Columbia and Yukon	704	49
British Honduras	—	14
Costa Rica	—	23
Guatemala	—	22
Honduras	2,212	22
Nicaragua	349	—
Panama	368	100
Salvador	—	40
Mexico	1,262	668
Newfoundland and Labrador	—	6
Bermuda	58	142
Jamaica	—	14
Other Brit. West Indies	22	3
Cuba	439	896
Dominican Republic	544	143
Haiti	89	134
Virgin Islands of U. S.	10	9
Argentina	106	310
Chile	97	—
Colombia	137	136
Ecuador	16	—
Peru	24	—
Uruguay	—	131
Venezuela	257	19
China	134	—
Hongkong	14	—
Australia	—	30
Total	14,124	8,206

Exports of Earthen and Stone Ware

Countries	Table, toilet or kitchen ware Dollars	Other earthen, stone and crockery ware Dollars
Germany	—	150
Italy	—	120
Netherlands	—	21
Norway	—	74
Turkey in Europe	—	105
England	—	320
Canada—Maritime Provinces	—	725
Quebec and Ontario	61	37,424
Prairie Provinces	86	2,532
British Columbia and Yukon	143	416
British Honduras	—	2
Costa Rica	20	126
Guatemala	136	13
Honduras	415	76
Nicaragua	—	91
Panama	69	534
Salvador	30	38
Mexico	506	1,925
Miquelon and St. Pierre Is.	—	24
Newfoundland and Labrador	—	265
Bermuda	15	98
Other British West Indies	20	159
Cuba	764	26,052
Dominican Republic	59	601
Dutch West Indies	—	33
Haiti	—	121
Virgin Islands of U. S.	—	43
Argentina	—	493
Chile	—	56
Colombia	100	168
Ecuador	—	110

British Guiana	—	10
Peru	14	1,014
Venezuela	45	—
Straits Settlements	—	31
China	—	490
Chosen	—	27
Japan	—	16,269
Kwangtung, leased territory	—	33
Philippine Islands	24	52
Australia	—	4,266
French Oceania	15	—
Belgian Kongo	12	40
Liberia	—	33
Total	2,534	96,214

Mail-Order and Chain Store Sales

Following will be found a summary of sales of mail-order houses and chain stores for June and July this year, with comparisons:

Mail-order	July, 1923	July, 1922	June, 1923
Sears-Roebuck	$14,960,939	$12,244,961	$13,333,349
Montgomery Ward	7,491,908	5,110,163	11,612,004
Total	$22,452,847	$17,355,124	$24,945,353
Chain Stores			
F. W. Woolworth	$14,001,739	$12,557,282	$14,911,866
S. S. Kresge	5,745,442	4,900,828	6,484,872
S. H. Kress	2,552,503	2,249,523	2,676,665
J. C. Penney	3,887,673	3,202,137	5,239,577
McCrory Stores	1,618,929	1,289,264	1,710,622
Total	$27,806,286	$24,208,034	$31,023,742

	Seven months		
Mail-order	1923	1922	Change
Sears-Roebuck	$121,738,196	$94,748,186	1 28.5
Montgomery Ward	71,928,928	46,910,634	1 53.3
Total	$193,667,124	$141,658,820	1 36.7
Chain Stores			
F. W. Woolworth	$95,703,862	$82,771,618	1 15.6
S. S. Kresge	41,355,597	31,799,086	1 30.0
S. H. Kress	17,330,799	15,264,793	1 13.5
J. C. Penney	28,626,453	22,912,973	1 25.0
McCrory Stores	10,691,514	8,327,862	1 28.3
Total	$193,207,225	$161,086,332	1 19.6

Leipzig Fair a Failure

Lack of foreign buyers, the disturbed money conditions, and exorbitant hotel prices have resulted in the premature closing of the autumn fair here.

Many of the exhibitors have packed up their displays and have sent their sales forces home. The volume of business transacted since the fair opened Sunday established a low record for the institution.

To Manufacture Generalware in Canada

A group of well known Canadian business men are associated with important English and American interests in a new enterprise to be known as the Bush China Company, which will manufacture china tableware at Port Hope. The company has secured a 99-year lease on land and building with deep water wharf, also with railway sidings from the two railway systems. There is no china tableware manufactured in Canada at present, so that the new industry will open up an unoccupied field.

Hoover Opposes Tariff Adjustment Board

Secretary Hoover joined with President Coolidge in expressing disapproval of the suggestion of the United States Chamber of Commerce that a tariff adjustment board be created apart from the Tariff Commission to decide upon changes in customs rates under the flexible provisions of the Tariff Act.

The Commerce Secretary declared that he did not see the necessity for two commissions to administer the Tariff Law. He expressed confidence that the Tariff Commission was capable of handling the flexible sections of the law. He saw no need for the creation of another body through the injection of politics into the administration of the tariff, holding that the Tariff Commission was a bi-partisan body and not supposed to have any political leanings one way or the other.

Pooling Shipments to Cut Breakage Claims

Through the efforts of L. E. Peterson, general traffic manager of Abraham & Straus, Brooklyn, and with the co-operation of other large department stores of the city and the United States Potters' Association, a plan has been effected whereby the dealers in pottery and the railroads carrying this fragile ware will save hundreds of thousands of dollars per year.

Mr. Peterson, who has just returned from a trip to East Liverpool, Ohio, where he states 90 per cent of the china, porcelain and crockery made in the United States is manufactured, said yesterday that he had complete plans for consolidated shipping which would practically eliminate breakage in shipment and save time and money. One direct result of this, he said, is the probability that retail prices in pottery products would be reduced.

The porcelain and pottery industry centers in East Liverpool, where there are a score or more large manufacturers, but shipments have always been made in less than carload lots direct to the dealer, jobber or retailer. The amount of handling entailed resulted in a large amount of breakage, slow transit and incomplete orders being received, with a resultant waste of money in claims and payment of large sums in damages by the carriers.

The pottery industry is organized through the United States Potters' Association of East Liverpool. The railroads threatened an increase in rates on pottery unless breakage was reduced. Packing had been carefully studied and abandoned as a possible cure. It was then that Mr. Peterson of the Brooklyn store came forward with his plan.

"After conferences with the large department store dealer and jobber traffic men in New York, and upon receiving assurance of their backing and co-operation," he says, "I went to East Liverpool to persuade the manufacturers, all of whom are represented in the Potters' Association, to pool their shipments into full carload lots to be consigned directly to a central distributing agency in New York.

"I found them receptive, and that, in short, is what has been accomplished. It will mean a saving of hundreds of thousands of dollars yearly to retailer and railroad. Under the old small lots system transfers were made at Pittsburg, Harrisburg and Waverly Transfer, and consignments handled twice at each place. The result will

(*Continued on page* 30)

CAUGHT IN THE NEWS NET

PRESIDENT of the Kinney & Levan Co., Cleveland, O., George W. Kinney and Guy C. Robinson, vice-president and china buyer for the concern, arrived in New York on Tuesday. Mr. Kinney returned to Cleveland the same night, while Mr. Robinson will remain the balance of the week in New York, prior to sailing for Europe on Saturday, aboard the *Olympic*, on a business trip.

Wm. Albert, office manager for Chas. H. Taylor, returned to his desk on Wednesday, feeling full of pep after vacationing for a month at Lake Oscawanna, N. Y.

Nicholas Kopp, vice-president and general manager, of the Pittsburgh Lamp, Brass & Glass Co., made a brief visit to New York the latter part of last week, on his way home from his vacation.

Joseph Tharaud, who travels for his brothers concern, Justin Tharaud, Inc., departed on Monday for Albany, which will be his first stop on an extended trip, which will take him through the middle west and on to the coast.

The Edward Boote travelers opened their fall campaign this week, Harry Sexias, leaving on Sunday for Boston, where he will show his line at Young's Hotel, for a week and E. S. Curtis, who left for his territory in the south.

R. C. Fenton, head of the Fenton Art Glass Co., Williamstown, W. Va., is a visitor in New York this week, consulting with his concern's New York representative, the Horace C. Gray Co.

Chas. H. West, president of the Westmoreland Specialty Co., Grapeville, Pa., spent last Friday and Saturday in New York, on special business for the factory.

L. S. Hinman of Theodore Haviland & Co., has arranged to sail aboard the Olympic on Saturady, for a several weeks' trip to the concern's factory at Limoges, France.

Martin Zolle, who recently engaged with B. Gunthel, merican representative for Val St. Lambert glassware, c., as traveling representative, left on Wednesday on s initial trip for the concern. He will make the middle est, south and coast territory.

Frank O'Brien, buyer for Cohen Bros., Richmond, Va., rived in town on Saturday on a combination buying and cation trip. Mrs. O'Brien accompanied him.

Felix Kohn, buyer for Hillman's Chicago, arrived in New York on Wednesday on a buying expidition. He will also, while here, meet his brother, who arrives from Europe in a few days on a visit to this country.

Two of the Maddock & Miller, Inc., sales force to strike the trail this week were, Henry Shirley and Chas. B. Levy. The former will make his territory through the west and the latter through the south.

Maurice Berthe, traveling in the interest of E. Torlotting, was another salesman to shake the dust of New York from his feet on Sunday, leaving for New England, from where he will make the middle west.

To Open China Department

The Rice Hardware Co., Geneva, N. Y., will open a china and glassware department, in the very near future. Theo. H. Rice of the firm will attend to the buying.

Morimura Bros., Factories Safe

Morimura Bros., the well known Japanese importers, immense china factories located at Nagoya, Japan, a distance of some twenty miles from Yokohama, are reported to be safe. There was considerable concern felt at the firm's headquarters here regarding the plant, until word was received late Tuesday, that the factories were undamaged by the earthquake.

Many of the Japanese, with this concern and other firms engaged in the china importing business, are anxiously awaiting word of relatives who live in Tokio and Yokohama.

Big Discount Features Bloomingdale's Fall Sale

The annual fall sale of china and glassware inaugurated by Bloomingdale Bros., is an interesting merchandising event to the New York public. For this great sale, Louis Klayf, the buyer, has gathered an appealing representation of quality merchandise which clearly reflect splendid values. For example the ad. heralding the event, lists 100-piece dinner sets of Limoge china at $49.95, and an attractively decorated 51-piece set of American porcelain at $27.50. Imported 15-piece cereal sets at $4.25, six nested bowls at $1.39, English tea pots at 95c., and gold encrusted stemware at 85c., are some of the offerings noted.

Rollman Opens New 12-Story Store

The new building of the Henry Rollman & Sons Co., Cincinnati, O., is a building built for the convenience of

the concern's customers. It is twelve stories high and has two basements and two mezzanine floors. The architecture is of modified Italian Renaissance. The facing is of Indiana limestone, with panels between the columns of Levanto marble, imported from Italy. The foundations of the building extend to a depth of fifty-four feet. There are eight large passenger elevators and one extra large freight elevator. They are all equipped with safety devices. In addition to the "up" and "down" signals, each car has a device whereby the operator whose car is crowded can signal to the next car passing to stop at the floor where customers are waiting to go either up or down.

Buyers in New York

AUGUST 28, 1923

E. D. Garrison, housefurnishings, Sanger Bros., Dallas, Texas, 19 East 24th St.

L. J. Ottenheimer, toys, housefurnishings, Doyle D. G. Co., Little Rock, 60 Worth (White & Pardee).

AUGUST 29, 1923

D. L. McCarthy, housefurnishings, Rike-Kumler Co., Dayton, O., 225 Fifth Ave. (Retail Research Ass'n).

AUGUST 30, 1923

M. Sieman, housefurnishings, toys, Herpolsheimer Co., Grand Rapids, Mich., 1170 Broadway, Room 505.

Mrs. C. H. Newman, china, glass and silverware, Miller & Rhoads, Inc., Richmond, Va., 432 Fourth Ave. (D. G. Union).

Mrs. F. O'Brien, lamps, china, crockery and housefurnishings, The Cohen Co., Richmond, Va., 115 West 30th St.

J. S. Martin, china, Jordan-Marsh Co., Boston, 432 Fourth Ave.

SEPTEMBER 4, 1923

Mrs. Heller, lamps, shades, china, glassware, art goods, Rike-Kumler Co., Dayton, O., 225 Fifth Ave. (Retail Research Ass'n).

Miss Coulsting, art goods, lamp shades, The Emporium, San Francisco, Cal., 225 Fifth Ave. (Retail Research Ass'n).

J. H. Leh, toys, housefurnishing goods, H. Leh & Co., Allentown, Pa., Pennsylvania.

W. A. Newberry, toys, Smith & Welton, Norfolk, Va., Breslin.

SEPTEMBER 5, 1923

J. H. Leh, toys and housefurnishings, H. Leh & Co., Allentown, Pa., Pennsylvania.

J. Martin, china, Jordan Marsh Co., Boston, Mass., 432 Fourth Ave.

M. J. McMahon, toys, Higbee Co., Cleveland, Ohio, 240 Madison Ave.

Mrs. Heller, lamp shades, china and glass, Rike Kumler Co., Dayton, Ohio, 225 Fifth Ave. (Retail Research).

J. McKelvey, china and housefurnishings, F. N. Arbaugh Co., Lansing, Mich., 1164 Broadway, Fellows Buying Corp.

Miss Coulsting, lamp shades, The Emporium, San Francisco, Calif., 225 Fifth Ave. (Retail Research).

M. G. Michael, gifts, Michael Bros., Athens, Ga., 333 Seventh Ave., J. M. Biggins.

L. H. Hirsh, toys, Burger D. G. Co., Birmingham, Ala., 1150 Broadway, F. Lilienthal Co.

K. K. Denniston, housefurnishings, china and toys, J. D. Purcell Co., Lexington, Ky., 105 Grand St., Jay Co.

E. Klinstiver, housefurnishings and toys, H. Strauss & Sons, Louisville, Ky., 11 East 26th St., McGreevy, Werrill & Howell.

OBITUARY

Lew Cass Hill

Lew Cass Hill, president of the John L. Whiting-J. J. Adams Co., Boston, died last week at his home in that city. Mr. Hill was born March 18, 1852, at Fair Haven, Vt. He passed his boyhood in that town, at Saratoga Springs, N. Y., and at Hammonton, N. J., where he attended the public schools. He became an iron molder there and in this trade obtained employment in Boston, where he moved in 1873. In 1874 he was offered a position as bookkeeper in the concern of his wife's uncle, John L. Whiting. Thirteen years later, he became a member of the firm of John L. Whiting & Son. In 1893 he was made secretary of the firm of John L. Whiting & Son Co., and became in 1908 president and a director of the John L. Whiting-J. J. Adams Co. Mr. Hill was a patron of the fine arts in Boston and was a member of the Boston Art Club and the Paint and Oil Club of New England, of which he had served as president and secretary. He was greatly interested in genealogical matters and had published a book on the descendants of John Hill of Dorchester, of whom he was one, who came to Plymouth in 1633. Mr. Hill was a member of the New England Historic-Genealogical Society and had been treasurer and a council member of the organization. He also belonged to the Sons of the American Revolution and a number of other organizations.

James G. Knowles

Funeral services for James G. Knowles, for many years associated with the Timothy Smith Co., Roxbury Mass., were held on Monday at the Waterman Chapel in that district of Boston. The body was taken to Eastham for burial. Mr. Knowles died at the Phillips House of the Massachusetts General Hospital. He was born at Eastham, Mass., September 2, 1858, and became associated with the Timothy Smith Co. in 1872. In 1906 he acquired control of the business and had been since then the sole owner. He was for several years a director of the People's National Bank of Roxbury and later director of the Fourth Atlantic Bank of Boston. He was a member of the Boston Art Club, the Boston Athletic Association and the Woodland Golf Club. Surviving him are a sister, Miss A. Mae Knowles, and a brother, Frank Knowles, both of Eastham.

Samuel Snellenburg

Samuel Snellenburg, wealthy Philadelphia merchant and a founder of the department store firm of N. Snellenburg & Co., Philadelphia, died at the Ritz-Carlton Hotel Atlantic City, N. J., at 11 o'clock last Friday. Mr. Snellenburg had been suffering from heart disease for some time. The merchant was born in Westphalia, Germany, in 1847. Several years later he came to Philadelphia, where in 1872 he, with three others, founded the department store which bears his name. He is survived by three daughters and a son.

Glassware in Switzerland

Of engraved, polished, cut, gilded, and other glass and hollow-ware in Switzerland, Belgium supplied 37.5 % a total of 547.7 t., France, Germany, and Czecho-Slovak supplying the balance.

Proposed Sumatra Glass Factory

A Dutch journal says that the scheme of Paul Graetz to erect a glass factory in Sumatra is taking definite shape with the aid of some German glass-making machine manufacturers.



WHAT THE POTTERIES ARE DOING



DURING the last week a decided increase in inquiries for fall merchandise has been noted by generalware pottery manufacturers. Not only have mails been rather heavy in this connection, but buyers have been visiting the market personally. Specifications have been placed for last quarter delivery, and back orders have also been looked up. In addition to this activity, several who have been in the market, have written business for January and February delivery.

The situation is all that manufacturers could hope for so far as volume business is concerned, but at the same time certain phases of existing conditions were long ago anticipated—the rush for fall goods.

For some months, manufacturers have been sounding a word of warning to the trade to anticipate wants as far in advance as possible, and those who failed at the time to take the hint, are beginning to rush into the market and are asking for "immediate delivery." The warning sounded at the time was not for the purpose of crowding order files, for that was not necessary, but it was an effort to help buyers protect their own interests.

"We broke all July records in our china and glass department," declared William Twitchell, buyer for the Wm. Hengerer Co., Buffalo, when in the market a few days ago. Mr. Twitchell was here for the purpose of anticipating fall requirements, and placed some liberal specifications with several plants.

Through the adding of more modern equipment to its clay shops, production at the plant of the Smith, Phillips China Co. is to be increased. Early in the year a dipping mangle was installed, and now patented stove rooms are being erected. This will permit ware to dry quicker, and to reach glost and bisque kilmen with greater speed. Peak production records are being maintained in this shop, according to W. J. Mackey, sales manager.

Among buyers visiting the market of late were Abe Lyon, with Wm. Taylor & Sons, Cleveland; Robert Slick, with the McKelvey Department Store, Youngstown; Mr. Montgomery, of Kinnier, Montgomery Co., Lynchburg, Va.; Mr. Rudner, of the South Jersey Crockery Co., Trenton, N. J.; Samuel Shipiro, of the jobbing firm of that name Detroit, Mich.; John Hahn, general manager of The Fair, Cincinnati, O., accompanied by Mr. Butler, of the china department of that store.

Down in Texas there is a vein of clay quite suitable for domestic pottery purposes, and about 15 years ago this same clay was used successfully by the Pope-Gosser China Co., Coshocton, O. The mining method at that time was considered more or less crude, and in time shipping was abandoned. More recently, however, owners of the property have added materially to their mining and shipping facilities, and now the United States Potters' Association has become deeply interested in the value of this deposit. It is very likely that the executive committee of the Association will send an investigator into this new field to report upon the possibilities of the deposit. Extensive use of the clay in all generalware potteries may then follow.

Joseph C. Davis, salesman for the Knowles, Taylor & Knowles Co., who has been at Battle Creek, Mich., for some time in an effort to improve his health, has returned, and has been spending a season along the banks of Beaver Creek, near Fredericktown, this county. He spends only an occasional hour at his desk, as his condition will not yet permit him to become as active as has been his custom.

The C. W. Fisher & Co., of Buffalo, N. Y., have arranged to open a china and glass department, and initial stocks of open stock dinnerware were ordered from this district during the last week by J. E. Hesler, who is in charge of this new section. Opening bills are now being bought for other lines that the department will include.

So far as local manufacturers can observe, the outlook for 1924 business is most excellent. Within the last two weeks, one concern here booked business for February merchandising from one western firm valued at close to $20,000. This merchandise has been promised January shipping. Here and there other occasional orders for 1924 delivery have been received, some of which are for March sales. Quite a few active department store buyers have been anticipating first quarter 1924 sales goods.

Arrangements have been perfected for the placing in operation of the plant of the Coshocton Glass Co., Coshocton, O. As recently announced in the JOURNAL this plant has been acquired by Bellaire, O., interests, and will feature a line of tumblers and other staple items.

Considerable activity is to be noted about the plant of the Dunbar Flint Glass Corporation, Dunbar, W. Va., where about $125,000 is being spent in factory improvements and extensions. Additional equipment is being installed, and several new buildings are being erected.

The usual seasonable active demand for portables and lighting glassware is being reported by manufacturers of

(*Continued on page* 31)

WHILE IN NEW YORK



Drop in to see our complete line of

JAPANESE IMPORTATIONS

for the Fall and Holiday Trade

MOGI, MOMONOI & CO., INC.

—Importers of Japanese Goods—

105-107 East 16th Street New York

Paper White
Hyacinths, Tulips, Daffodils and Crocuses
Ready Now



Hyacinths, packed six in a box.....30c per box
Tulips, packed twelve in a box.....30c per box
Daffodils, packed twelve in a box.....30c per box
Crocus, Jumbo size, packed 12 in a box.....20c per box
Paper Whites, packed 12 in a box.....35c per box
Tulips, Darwin, assorted packed 12 in a box.....35c per box

Packed the new sanitary way for Gift Shop and retail stores in a neat, clean, damp-proof, dirt-proof box, with window top so bulbs can be seen. Culture directions for indoor and outdoor planting, with pictures of flowers they produce in true life color appear on box.

Pebbles (for indoor culture planting), packed in neat cloth bags of open-work material, so pebbles can be seen without opening the bag. Bags are colored red, green, blue, etc., and hold 1 pint. 6c each.

Terms, 30 days; 2% 10 days

New Amsterdam Bulb Co., Inc.

470 Greenwich Street New York City



GLASS FACTORY ACTIVITIES



BUYERS are showing increased interest in placing orders for glassware for fall and holiday trade, and as a result those manufacturers featuring decorated specialties are in receipt of considerable new business. This is just as sales managers anticipated. During the summer months, and in fact since the beginning of the second quarter, there has been a decided lull experienced for the decorated specialties. During the first quarter there was quite a demand for this line, and although a fair movement was experienced during the second quarter, a decided falling off in order for the line was noted during the third quarter. Again the line seems to be coming into its own, and quite an increase in new business for all such specialties is now being experienced.

Some buyers are anxious that orders be forwarded as early as possible, while others have specified October shipping. The intent seems to be that all such stocks will be in hand for the fall and holiday trade at an early date.

Operations are progressing successfully at the new plant of the Davies Glass Co., at Martins Ferry, O., where manufacturing began a few months ago. The company is reported to have booked an order for seven cars of tumblers a few days ago, and this in addition to favorable business on its other lines, insures plant activity for some time to come.

Reports have reached here that all glass plants in the Millville, N. J., district were to resume operations in full this week, following the usual summer holiday period. The factories include those of the Whitall, Tatum Co., and the T. C. Wheaton Co.

A complete line of fruit jars is to be featured by the Southern Glass Co., which concern has just acquired the former plant of the Ouachita Valley Glass Co., Bastrop, La. There has been an increased demand for this line of ware in the south, hence the intent of the company to feature it.

Although glass manufacturers in this district are experiencing but slight trouble in obtaining cars for carlot loading, some of the larger buyers have indicated that shipments are at times quite tardy at delivery point. The carriers, it is now admitted, are experiencing new high carloading records, and of course this heavy movement is bound to clog roads here and there. Glass traffic managers say, however, that they have positive knowledge of the carriers pushing shipments through to destination as fast as it is possible under the present crowded condition of the roads.

Practically every plant of the United States Glass Co. is now being operated on a higher production basis than heretofore. The blown shops operated by this company are especially busy, while the pressed ware plants are being kept going steadily. It appears as if the entire general line of this concern is in very active movement.

Throughout the manufacturing trade, the demand for staples is very good, with inquiries heavy, and orders for future shipments in very liberal receipt. Some of the seasonable lines are said to be in later call than usual, which indicates to the manufacturers that retail demand is still active. From some parts of the country, rather spotty conditions are reported, but on the whole, all department buyers and jobbing interests are in a buying mood, likewise the syndicate interests and the mail order houses.

Pennsylvania glass salesmen have reported that Martin Kridel, formerly with the Shepard Stores, Providence, R. I., has become associated with the Bon Ton department store at Altoona, Pa.

The plant of the Indiana Glass Co., Dunkirk, Ind., is again being operated in full, fires being lighted under the No. 3 tank there recently.

Most all tableware and flint glass factories are now engaged in designing new items for the 1924 trade, but these will not be placed on the market before December, and then only for 1924 delivery. Here and there new cut and etched designs have been worked out, but none of these will be for 1923 shipment.

About $125,000 is to be spent in factory improvements by the Dunbar (W. Va.), Flint Glass Co. Two new buildings will also be erected. The company is now under the management of J. M. Payne, Jr., who is also president of the corporation.

Work of clearing the debris from the site of the New Cumberland (W. Va.), Glass Co., whose plant was recently destroyed by fire, is under way. Only the tank and stack remains. Insurance has been adjusted, and the company proposes the erection of a factory much larger than the one burned. This extension will be erected on the west side. In addition to chimneys and lantern globes, the company will probably add a line of table and cut ware. The entire basement floor of the new shop will be of concrete. It will be probably two months or more before the new shop is in production again.

(*Continued on page* 30)

NEW MARTINSVILLE

No. 727—Nine Inch Salver, Patented

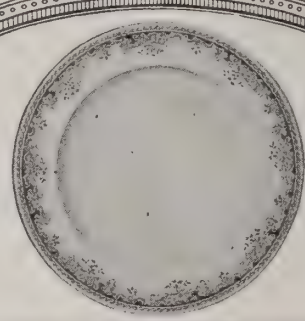
THE ITEM that took the Pittsburgh Show by storm. Total production from one set of moulds sold out on third day.

¶ Overcomes the old short packing on footed bowls, salvers, etc., as it is shipped knocked down. Foot and top are separate, and are connected by a substantial heavy gauge nickel plated brass ferrule. Will revolutionize the footed bowl and salver proposition. Write for prices.



THE NEW MARTINSVILLE GLASS MFG. CO.

NEW MARTINSVILLE, W. VA.



MAYER CHINA

VITRIFIED HOTEL WARE

ROUND EDGE THICK
PLAIN WHITE DECORATED

FOR

HOTELS HOSPITALS
CLUBS CAFETERIAS
RAILROADS - STEAMSHIPS
RESTAURANTS

THE MAYER CHINA CO.
BEAVER FALLS, PA.

"The House of Cups and Saucers"

Always the Leader in
the Latest Creation

European and Japanese
DINNERWARES
in
Exclusive Stock Patterns

CUPS and SAUCERS
FANCY CHINA ASSORTMENT
BRONZE WARES
LAMPS and SHADES
NOVELTIES, Etc., Etc.

Taiyo Trading Co., Inc.
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Canadian Representative
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Toronto, Ontario

NARCISSUS

French grown

PAPER WHITE
GRANDIFLORA BULBS

For growing in bowls

CONTENTS

Sizes	per case	Prices
13-15 "	1250	18.00 per 1000
14-16 "	1000	21.00 " "
15 c/m	900	25.00 " "

50c per 1000 less on orders for 10 cases.
WRITE FOR REDUCED PRICES on larger quantities.

NOTE the extra large grading, packed in standard size cases.

Prices understood F.O.B. cars New York, packing and all charges included—no extras.

Terms, 60 days net, less 2% cash 10 days.

McHUTCHISON & CO.
95 Chambers St. New York, N. Y.

What's New in the Market?

Here are a Few Answers to This Question to Post Buyers on New Offerings

W. S. George Line Featuring New Patterns On New Artistic Shape

Comprising a large variety of dinnerware decorations n a new and unusually attractive shape, the display of ıe W. S. George Pottery Co's line by the local representa- ve, H. Benedikt, 7 West 22nd Street, is a notable one. he low No. 8 Derwood shape embodying something of ıe harmonious simplicity of the classical with the ronger appeal of modern design, is a very appealing undation upon which to display to undisputed advantage ıe colorful treatments which comprise the George innerware decorations. Of wide appeal is a medium ide border with light blue ground ornamented with a aceful scroll in cream. Insert panels of roses and small ue and yellow flowers, is daintily set off by an orna- ental border in Nile green and finished with gold edge nd. Also in medium width is a border treatment, con- sting of horizontal panels with blue, yellow and mauve owers on a white ground, alternating with horizontal nels containing a single pink rose on a glowing dark ue ground. Unusually rich in its Oriental combination colors, is a border of Chinese blue and brown figured ound. The oval inserts of red and blue flowers on a ite ground, is alternated with another graceful group the same flowers on a plain brown ground, with inside ncy border in blue and gold edge band. Making charm- g use of horizontal panels is another decoration, con- sting of roses and festoon of blue on a white ground, ternating with a single pink rose on a black ground. is pattern is effectively enhanced by a scalloped inside rder of Nile green and finished with gold edge band. ite different in style is a dainty dinnerware treatment rmed of a graceful running vine with pink, blue and llow flowers on a two-toned vertical striped ground of ft neutral yellow and ivory.

New Things of Beauty by Central Glass

In addition to a number of new shapes in many popular ms in the "Chippendale Krys-Tol" line, the Central ass Works has brought out a variety of new things, w displayed by A. P. Doctor, 1107 Broadway, the New rk representative. In blown stemware a very charm- g number is a plate etching of graceful design combined th a basket of flowers. This is an unusually appeal- g number on a medium wide optic. In the well known hippendale" line something new in colored ware is own in cupped and flaring bowls and among the fancy ms are glass hand bells in green, amethyst, blue and ary. Ringed ash trays, alike suitable for trinket trays, the same delightful range of colors and a new number a canary satin-finished ash tray and match holder is ed. In cuttings, new acquisitions comprising cupper l flaring bowls in several sizes, low and high footed nports, tall and medium candlesticks, etc., in cobalt blue, green and canary, have recently been received. This line is one of the most attractive floral cuttings we have seen in some time. Other new things include a handsome new line of white and yellow gold incrustations, in crystal and colors in plain and in optic on graceful flaring shapes.

Haviland & Co. Introduce Delightful Innovations in New Display

The arrival of about sixty new patterns from Haviland & Co., which have just been placed on view at the concern's salesrooms, 11 East 36th Street, is a happening filled with intense interest for the dealer in quest of something different in dinnerware.

The samples mark a radical departure in decorative effects on Haviland china, as well as introducing original treatments and colorings, that are new, to a great extent, in the art of china decoration. Many of them suggest the Parisian Art Nouveau in their artistically refreshing quality of treatment and merit all the good things that can be said of them. One particularly fascinating decoration, has a rich ivory band, with an irregular floral border, employed in a novel manner, in colors of royal blue and dark brown.

There is a center design, of a basket of flowers in the same colors, executed in a circular effect. The covered dish is in all over ivory, with design to match the above, with the basket of flowers appearing on the side of the dish. The depth and richness of the brown and blue coloring employed, makes a striking contrast with the ivory. This same design is also shown without the ivory, also in brown and rose, blue and rose, and light blue and yellow. Another treatment that immediately attracts attention, is a reproduction of an old woodcut, exemplifying the purest tradition of woodcuts, of the 16th century, this is wonderfully unusual, in a strong shade of blue combined with black. The border is of a continuous leaf and floral design, with an odd round center motif to match. This is also shown in three different color combinations, all equally good. Then there are a number of broken border arrangements, done in absolutely different floral effects, in marvelously clever colors, that have a genuine charm about them that is really delightful.

A feature introduced in the new line, is that the center of the saucers, also carry the same center motif design as is used on the plates. When the cup is lifted for drinking, the eye is greeted by a dainty design, instead of a plain white space.

Still another and all important feature, is the exceptional values. The patterns are surprisingly moderately priced throughout.

One could go on indefinitely describing the various patterns, and yet fall far short of conveying an adequate idea of the attractiveness and unusual interest of the display.

In the Household Utility Aisle

Some Practical Aids for Easier and Better Housekeeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives

By Beatrice Miller Wisner

"Sno-White," Always White

Careful selection of kitchen equipment is the first thought of every painstaking housekeeper, and the spotless whiteness of every kitchen accessory is the prime consideration of the mistress of the culinery department. There is no better addition to the best room in the house—the kitchen—than an attractive, serviceable and well made kitchen table, for the table receives the most exacting wear and, must, of necessity, stand up under daily usage. The table herewith pictured is manufactured by the Kompass & Stoll Company, Niles, Mich., makers of the famous "Sno-White" products. There are numerous styles of tables made by the above concern, all white, others with mahogany drawer fronts and some with or without drawers; others with large drawer for flour, and those with or without attached stool-seat. The swinging stool is one of the most modern and practical additions to the table. It can be quickly turned under the table when not in use, saves the necessity of a separate chair and is never in the way. These tables are perfectly sanitary and at once appeal to women seeking to beautify and keep the whiteness of the kitchen department up to, and above standard cleanliness. The Kompass & Stoll Company, pioneer makers of cabinets, have left nothing wanting in the excellency of their products, which through consistent price and stability of construction have preserved the name of "Quality and Price" through many years of faithful service to the trade.



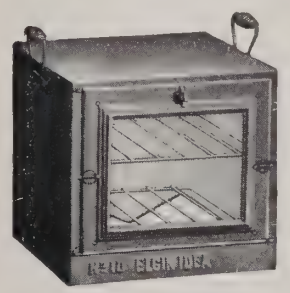
Practical and attractive is this kitchen table and stool, made by the Kompass & Stoll Co.

Novel One Hand Clock

One of the most startling utilities has just been offered by the One Hand Clock Co., Warren, Pa. This novel clock has but one hand which points directly to the time, thus avoiding incorrect computation of minutes which often occurs when hastily looking at an ordinary clock. The clock is so divided by spaces that the one hand points to the division minutes between the hour. It is destined to be a most practical and useful time indicator. It also serves as an enticing window display, as every passer will be at once compelled to gaze at such an unusual time novelty. The manufacturers state that it will run 5 hours on only one winding. The clock mechanism is made by the well-known Gilbert Clock Co. It is substantial, and accurate, giving satisfaction, as knocks or jars will not affect its working power. It is made in 6, 8 and 10 inch dial sizes. The above concern are also manufacturing a one-hand watch which undoubtedly will prove a great success, and a universally popular pocket timepiece.

An Oven For Every Housewife

As the preservation of health means a sturdy body in order to stimulate brain power to accomplish the work of coming generations, it behooves every thoughtful community to equip the home with the most efficient cooking accessories which will retain the nutriment of edibles and at the same time leave the savory element intact. The Elgin Oven, manufactured by the Elgin Stove Oven Co., Elgin, Ill., illustrated herewith, has demonstrated these essential qualities and is a tested product which will bake bread, cake, pies and roast meat to the entire satisfaction of experienced cooks. It is economical, using 75 per cent. less gas than the gas range oven requires, good looking and should be used in every household. It is one-piece construction, no end seams; corrugated metal lining; heavy asbestos insulation; tight-fitting doors, some of glass, others of metal. The style and sizes of Elgin ovens is well fitted to every household, whether used on gas or oil stove. The above concern is offering free with every purchase of Elgin oven, an "Elgin Cookie Pan." This offer means much to the dealer, as it is a plain sales talk which will at once appeal and hold patrons. The firm also manufacture Elgin Gas Hot-Plate in one, two and three burner sizes and combined with an Elgin Oven, makes an economical and useful kitchen accessory taking up but little space. Make your customers the above offer of "Elgin Cookie Pan" free with every purchase of an Elgin Oven, and sustain the good will of users.



This oven bakes and roasts with economy. Manufactured by Elgin Stove & Oven Co.

BOSTON NEWS NOTES

By

R. B. Hemenway, Representative

BOSTON OFFICE
98
MAY STREET
NEEDHAM
MASSACHUSETTS

[N these days when the newspapers are filled with notices of business failures and changes in ownership, the concern which can boast of a record of more than fty years under the same management is fast coming o be regarded as the exception. Up New Hampshire ay, however, where failures seem to be unpopular, here is a concern engaged in the manufacture of pottery hich has been the property of one family for more an a century. The establishment of Frank H. Lamson, xeter, N. H., was founded in that city in 1756. It conued under varying hands until 1819, when it came nder the control of Asa B. Lamson, father of the presnt owner. The nucleus of the present plant was erected n that year, and in it Mr. Lamson, Sr., with a large orce, made various articles of pottery, the kiln being ear by. At the age of eighteen Frank H. Lamson arted working for his father and acquired the business t the latter's death. In his earlier days Mr. Lamson nd his men made bean pots, flower pots and other artiles of like nature by hand, but for many years past the nprovements in modern machinery have not only done way with hand work but have made it possible to ncrease both the pottery business and to take on other nes as well, until now the Lamson establishment is a rge wholesale distributor of Enameled Ware in great ariety, oil cans, lamp chimneys, matches, paper and aper napkins, towels, bags, toilet paper, twine, ice cream oxes, etc. Mr. Lamson's two sons are actively asso ated with him in the management of the establishment. he original name of "The Exeter Pottery Works," which ates back to 1756, is still retained. The sales and distriution forces of the organization cover a wide territory in astern New England, including York Village and eaches, Rye Beach, Hampton and Salisbury Beaches, ewburyport, Amesbury, Portsmouth and the adjacent wns and cities. With a family record of more than a undred years of fair and honorable service, supplying oods of genuine merit, the name of Lamson stands high roughout this section.

Philip H. Thayer, Brookline, Mass.; Herbert L. Nors, Lexington, Mass., and J. Butler Studley, Newton, lass., have incorporated the concern known as the Burn Boston Brush Co. of Cambridge. The corporation is pitalized for $100,000.

John Hall, buyer of crockery and glassware for the hepard Stores, Providence, R. I., was a visitor during e past week.

Thomas Kidd, buyer for the R. A. McWhirr Co., Fall iver, Mass., was in town also. Mr. Kidd expects to make his home in Fall River and will move his effects there this week. As will be remembered, he was formerly identified with Mitchell & Co., Haverhill, Mass.

George A. Granville, the well-known manufacturers' agent, who spends his summers at Fort Point, North Weymouth, served as chairman of the sports committee for the Labor Day celebration held at that town. As might be expected, George put things over in a manner which left nothing to be desired. The programme included track and field games and a baseball contest and Mr. Granville was "kept on the loop" continuously seeing that the runners did not cut corners and that the pitchers did not put any "emery" on the ball.

Most local concerns have been receiving a wide variety of samples for the past week or two, in which many novel and unusual articles appear. The United States Glass Co. has an exhibit of Ellwood Glass which is particularly attractive. The display includes console sets, smoking sets, tea tiles, etc., with coin gold trimmings on black satin glass. M. A. Lovell, the Boston representative, says he has had many callers who were especially attracted by the samples.

We stated in a recent issue that H. P. & H. F. Hunt were offering some new decorated salon sets manufactured by the Westmoreland Specality Co., for $500 a set. What we intended to say was, that the sets were priced at $500 a dozen sets.

John Hitchcock, president of the Ware, Mass., firm of C. Hitchock & Co., was a visiting buyer last week.

J. Leonard White, salesman of gift shop articles for H. P. & H. F. Hunt, is on an extended trip through the South. Mr. White is traveling by automobile and will make stops in New York, Pennsylvania and Southern New England and also at Philadelphia, Baltimore and Washington, D. C.

John Quincy Adams, buyer for the W. G. Reynolds Co., Burlington, Vt., is spending two weeks' vacation at Marblehead.

C. W. Pingree, Boston representative for the Taiyo Trading Corp., has just received a new lot of samples of Luster Ware. Among them are tea sets of special merit in blue and tan and two-tone effects.

James H. Turner of the Novelty Mfg. Co., Waterbury, Conn., is making a trip through Connecticut this week.

(*Continued on page* 30).

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

PREPARATION for Fall opening sales are contributing to the wholesale movement of china, glass, lamps and housefurnishings in the Chicago market at the present time. Wholesalers and manufacturers' agents report that their sales are picking up as the Fall season comes close to hand. China and dinnerware are in big demand, but deliveries cannot be assured by the potteries, in fact, many of them are oversold for the balance of this year. Glassware has been moving in a good way, due to reports of higher prices going into effect. Fancy pieces of glassware for decoration or table use are leading in sales, as these items are sold in a good way for Christmas presents. Lamp manufacturers report, as a whole, that this is one of the busiest years they have had for some time. Sales of novelty lamps for gift purposes are being produced and delivered, or stored for future delivery, in a volume that will probably surpass any previous year in the history of the trade.

The winding up of August Furniture Sales, which included items in the glass, china and housefurnishing departments, featured the retail trade of Chicago last week. Many specials were made during these sales and the aggregate of business done during the month by the china and glass sections, was said to be large. Retailers are now setting their departments in order for the annual Fall and Holiday drive for business. Some of the retailers are not carrying as heavy stocks as they did a year ago, and it is evident that they must place some good sized "fill-in" orders to make their stocks complete for the big season ahead.

The Morris Furniture Co., Chicago, has acquired an additional store, located at 2150 Belmont Avenue, and has taken a lease for five years. For the time being, the building will be used for storage of housefurnishing and furniture lines, but it is planned to open the store for retail purposes next year.

The China-Japan Trading Corporation, 417 W. Ontario Street, is showing some clever pottery importations from Japan and China in their show rooms. A new shipment of this merchandise has just arrived.

A five-story building located at Tilden Street, west of Desplaines, has been purchased by the heads of the Hamilton-Ross Shade Factories, Inc. The building will be remodelled and turned into one of the largest lamp shade factories in the country. Those who made the purchase were Irwin, Ben and L. H. Levinson. The Hamilton-Ross Factories will be moved to this new location on the first of next year.

R. Williamson & Co., well known makers of lighting fixtures and lamps of all kinds, have undergone a slight reorganization and the capital stock of the company has been reduced from $250,000 to $200,000.

A new department store will be opened in Jacksonville, Ill., in the near future if plans of F. J. Waddell & Co., Inc., of that town, are worked out. This concern received a state charter last week and the purposes set forth in the charter were to "own and operate a department store." The capital stock of the company is $100,000.

The Acme Corporation, 430 N. Oakley Boulvard, for some time past manufacturers of metal table goods, silver plated and copper ware, have sold their entire rights, and equipments such as patterns, dies, etc., to the Wilmor Manufacturing Co., of Chicago. The Acme Corporation is now manufacturing a line of Polychrome picture and mirror frames, in a wide variety of styles and designs.

Buyers and Salesmen to Hold Picnic Sept. 7

The Annual Picnic of the glass, pottery, lamp and housefurnishing salesmen and buyers of Chicago, will be held through the courtesy of the Boston Store September 7 to 9. The china and house furnishing buyers, Pete Rinkin and Will Fergus, are the powers behind the throne who are instrumental in taking care of the annual outing at the beautiful Summer Home of the Boston Store, located at Lake Beulah, Wis. Those who have attended the outing of previous years, know the fun of the affair, and they were the first to notify Messrs. Rinkin and Fergus that they would be on hand. One of the features of the outing is a baseball game between buyers and salesmen, which is usually a fight to the finish. Running races of all kinds are held for both men and women. Swimming, boating, fishing and other sports contribute to success of the event. The first crowd will leave Chicago on Friday night for Lake Beulah and an other contingent will leave the following night, all returning on Sunday. This is the big "get-together" of the Chicago trade, a time when business is pushed aside, no matter how pressing, and when good fellowship is King

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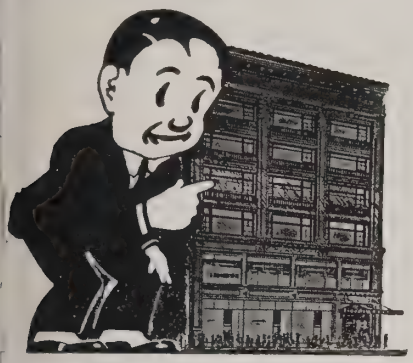
Business Briefs

Ethel Hart and Vivian Lenon have opened the "Little Gift Shop," at 516 Louisiana Street, Little Rock, Ark. It is an informal little shop with the atmosphere of an attractive living room, rather than that of a store. China, glassware and house goods will be stocked.

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS
GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

HELM & SOUKUP
Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

KELLY & REASNER
Representing McKee Glass Co.; Eagle Mfg. Co.; Indiana Glass Co.; Lippincott Glass Co.; N. Northwood Co.; Mound City Glass Co.; D. C. Jenkins Glass Co., and Geo. R. West & Sons.

THE McANULTY CO.
Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER
Direct Representative Lamps, Shades, Dinnerware, Glassware, Aluminum, Baskets, Nickel, Copper, Silverware, etc.

LEWIS H. SIMPSON & CO.
Representing Athens Glass Co., Fenton Art Glass Co., Huntington Tumbler Co., New Martinsville Glass Mfg. Co., and H. R. Wyllie China Co.

Note—Concerns wishing to secure space in this building for display purposes should apply to
ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street



Visit the Palmer House

Albright China Co., Room 25
Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales.
Phone, Dearborn 4700

Potters Co-operative Co., Room 684
Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.

While in Chicago Visit

STETSON CHINA CO.
1535-37 S. State Street
Phone Calumet 0876
We are prepared to make immediate shipments.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.

Harry G. Dalsell
Phone
Central 3497.

WALTER B. ANDREWS
30 East Randolph Street
Corner Wabash Avenue
Room No. 405

Representing

MONONGAM GLASS CO.
CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

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9 N-WABASH AVE

Ira A. Jones Co.
9 North Wabash Avenue
Chicago

DINNERWARE
Pope-Gosser China Co.

GLASSWARE
Seneca Glass Co.
Susquehanna Cut Glass Co.
National Glass Novelty Co.

LAMPS AND SHADES
The H. E. Rainaud Co.
Wood Art Co.
Century Lamp Mfg. Co.
Haven Co.
Shepherd Co.
Burke Studios
Phone Central 1606

Earl W. Newton & Associates

GLASSWARE
Imperial Glass Co.
Economy Tumbler Co.
Marion Glass Mfg. Co.
The Earl W. Newton Co.

DINNERWARE
Hopewell China Corporation

HOUSE FURNISHINGS
Sauquoit Toilet Paper Co.
Kewaskum Aluminum Co.
Schlueter Mfg. Co.
American Woodenware Co.
Acme Rubber Mfg. Co.
Phone Central 3236

9 N-WABASH AVE

TO LET

Why not Move In?

Rent at Pre-War Level

THE SEBRING POTTERY CO.
Mr. W. L. Gerald
4523 Racine Ave.
Chicago, Ill.
Phone: Edgewater 2380
Display Room, 1319 So. Michigan Ave.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

HELP WANTED

A well established Dinnerware Pottery wants Sales Manager who is experienced and successful in organizing and managing a national sales force calling on the small general stores as well as the larger trade. In reply mention age and salary expected, also how employed at the present time. All correspondence strictly confidential. Box 271 care CROCKERY AND GLASS JOURNAL.

SITUATIONS WANTED

SALESMAN who has successfully sold all the hotel, restaurant, bakers, confectioners, soda fountain, ship supply houses, contract departments and chain restaurants and soda fountains. Thorough knowledge of china, glass, silverware, utensils and kitchen equipments, looking for a good proposition as salesman, representative or buyer. Box 278, care CROCKERY AND GLASS JOURNAL.

FOR SALE

CERAMIC COLOR RECEIPTS FOR SALE—Enamels (including gold colors), underglazes, oxides, bases and stains for pottery, tiles, bricks, bodies, slips, glazes and iron enamels, as used by manufacturers in British Isles. Sherwin, 32 Stoke Road, Stoke-on-Trent, England.

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all COLORS. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

Boston News

(*Continued from page 27*)

H. P. Brett of the H. P. Brett Co., Beverly, called upon the trade during the latter part of the week.

Quite a few buyers for concerns located in the South have visited local showrooms during the past month. It is noticeable that the number of these grows larger each year. The advantages of New England as a place to spend one's vacation are becoming better known in other sections of the country and those who have once been here usually return and bring others with them. In the past few days there have been buyers in town from Maryland, Virginia, South Carolina and Georgia.

The annual convention of the National Retail Druggists' Association, which is to be held in this city during the latter part of the month, will bring thousands of druggists here. This should prove a stimulus to the crockery and glassware trade as in the South and West the retail druggist usually handles a rather extensive line of these commodities. He is also more partial to gift shop articles than the Eastern druggist.

Mr. Burns of Mitchell & Co., Haverhill, Mass., was calling on the Boston trade during the past week.

F. W. Woolworth & Co., will receive from the city of Springfield a total of $539,583.90 for its property on the northwest corner of Main and Vernon Streets in that city. The property was taken by the city for the widening of Vernon Street, in order that a better approach to the Hampden County Memorial Bridge may be provided. The total sum to be paid for the Woolworth property represents the principal, amounting to $519,611.85, and the interest of $19,972.25. The structure is now being demolished by the city.

Pooling Shipments to Cut Costs

(*Continued from page 18*)

that seldom did a shipment arrive without a generous proportion of breakage.

"The placing and collecting of claims cost us in the neighborhood of $1.50 a claim in labor and clerical expense. The freight rates are lower on carload shipments. In fact, after allowing for the expenses of distributing here in the city, the freight rate under the new scheme will be 6½ cents per hundred-weight less than the old less-than-carload rate. In addition to this, from three to four weeks' time will be saved. The Acme Transfer and Storage Company will act in New York as the distributing agency. Not only will the receivers of pottery in the East profit by this arrangement, but also those on the Pacific Coast, whose goods can be shipped via New York and the Panama Canal."

Glass Factory News

(*Continued from page 23*)

The glass trade was deeply interested in the announcement that the George C. Murphy Co. Pittsburgh, has taken over seven stores formerly operated and controlled by the Metropolitan 5 to 50c. Stores, Inc. This addition gives the Murphy Co., a string of 43 stores, all featuring five and ten cent merchandise. In all, domestic pottery and glass departments are maintained. The stores acquired by the Murphy syndicate are located at Columbus and Seymour, Ind., Tonawanda, Dunkirk, Dansville and LeRoy, N. Y., and Scranton and Leighton, Pa.

The Roessler & Hasslacher Chemical Company NEW YORK

Cleveland, O. Chicago, Ill. Trenton, N. J. BRANCHES: Boston, Mass. Philadelphia, Pa. San Francisco, Cal.
New Orleans, La. Pittsburgh, Pa Kansas City, Mo.

Liquid Bright Gold
Overglaze—Colors—Underglaze
Liquid Lustre Colors—Oxides and Bodies for Decorating and Coloring

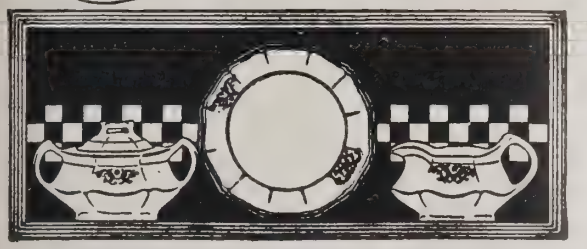
CHEMICALS
Minerals and Oxides
—for—
Pottery, Glass, Enameled Ware, Tile, Clay Products

RHCCO A1
HIGHEST GRADES.

Fac-Simile of Label. "MADE IN AMERICA."

America's Leading Ceramic Material House

LIMOGES CHINA



THE LIMOGES CHINA CO., SEBRING, O.
New York Representative
E. V. Weiss, 874 Broadway, corner 18th Street
Telephone: Stuyvesant 6667

Paper White Narcissus
Sound—Well Graded—Up To Size
This Is Important
12 Centimeters (1250 per Case)
13 Centimeters (1250 per Case)
14 Centimeters (1000 per Case)
It will pay you to get our prices
You will find them and the stock right
Just Drop a Card
S. S. Skidelsky & Co.
53 Park Pl. New York
For
BULBS SEEDS PLANTS SUNDRIES

What the Potteries Are Doing

(*Continued from page 21*)

these lines in this territory. All such plants are working to capacity. Portables are in very heavy request, both for immediate and future delivery. Lighting glassware, especially the smaller items are selling well—in fact better than for several months. Some of the lighting glassware manufacturers are now branching out into the fixture end of the game, and competing with the fixture manufacturers. The result is, a heavier production of glass, and a new line of business for the factories. The latter situation was created by the fixture manufacturers designing lines without shades, balls or domes, and having designs with frosted lamps only.

Stoneware pottery workers in the Crooksville, O., district are still on strike, but the labor is being absorbed by employers in other lines in that territory. The demand for stoneware products is rather active, and all production seems to be absorbed quickly.

Just a year ago the trade as a whole was suddenly put at sixes and sevens by the report that operations in generalware potteries would cease Oct. 1. The Cleveland, O., wage conference was not productive of results, and came then open overtures to the National Brotherhood of Operative Potters from the Labor Committee of the United States Potters' Association. These overtures also were rebuked, and eventually the plants closed.

"'Member how the buyers flocked into the market a year ago this time," suggested a manufacturer this week.

He spoke only the truth. Every dealer wanter merchandise. There was a wild scramble for goods. Here and there even a premium was offered for an immediate shipment. It was all in a day's work.

A different picture of the generalware pottery business is to be painted today.

Homer J. Taylor, president of Knowles, Taylor & Knowles Co., is planning a trip to Europe at an early date. He will be absent perhaps two months.

A group of well known Canadian business men are associated with important English and American interests in a new enterprise to be known as the Bush China Company, which will manufacture china tableware at Port Hope. The company has secured a 99-year lease on land and building with deep water wharf, also with railway sidings from the two railway systems. There is no china tableware manufactured in Canada at present, so that the new industry will open up an unoccupied field.

The Russian Glass-Porcelain Industry

It is proposed to reorganize the whole of the Russian glass-porcelain industry by its formation into four trusts: "North Western," "Central," "Mattzoff," and "Ryazar Vladimir.'

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots

GEO. F. BASSETT & CO., *73 Barclay St.*
"The Dinnerware House of America."

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND SPODE CHINA AGENCY, *43 West 23rd St.*
Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *135 Fifth Ave.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND & CO., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, *39-41 West 23d St.*
Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China Metal Goods and Housewares Trades

M. ROSENBAUM & SONS, *32 Union Square*
Bavarian China Ware. Representing M. Rosenbaum & Sons, Bavaria.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., J. H. Weatherby & Sons, Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

L. STRAUS & SONS, *42, 44, 46 Warren and 116 Chambers Sts.*
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BUSINESS STAFF

General Manager
F. CALVIN DEMAREST

Managing Editor
STILLMAN TAYLOR

Associate Editor
B. M. WISNER

Business Manager
FREDERICK S. OLIVER

Art Director
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BRANCH OFFICES

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312 South Clark St.

Boston
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98 May St.
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AS THE EDITOR SEES IT

THE TRADE PROSPECT

THERE has been a noticeable quickening of trade during the past few days and while caution is still apparent in buyers who come into the wholesale markets, there is reflected a strong undercurrent of confidence in practically all business dealings which cannot be mistaken. While general business has been facing more or less of a test during the past week, the effect of the great catastrophe in Japan has rather less affected the business mind than the Italian-Greek imbroglio. The sound financial strength of the former has been so well known for a period of years, that the great calamity only resulted in a slight decline of Japanese bonds, the suspension of silk trading and a slight disturbance of exchange rates. In the case of the differences between the two Mediterranean nations, there is involved a principle of world-wide significance. The settlement is, of course, vital in its bearing upon the League of Nations and whether we believe in this covenant or not, the outcome will bear watching.

OUTSIDE of a few basic industries, such as steel, cotton and coal, the past week has shown a remarkable activity in industry. This seasonal enlargement in the production of raw and manufactured products, sets in many instance a new high record. This is indicated in the freight car loadings during the past week which established a new high record. That this is not due entirely to pushing coal and grain to markets is indicated in the freight loadings of manufactured goods, which reached the greatest ever recorded in the week ending August 25, exceeding the best week of last October. Freight shipments are moving freely from coast to coast and no delay is being experienced.

THROUGHOUT the East, manufacturing industry and trade is well above fair, although warm weather and vacations have held back retail sales to a considerable extent. Throughout the West, business is picking up and in such large volume that a particularly good fall season seems assured. From the middle and far west more merchants are in the markets and they are placing substantial orders. Canada also reports that the fall revival of business is noted although public buying is being done slowly. Crop conditions are generally satisfactory and that farmer buying is good is shown in the sales reported by the mail-order-houses, which during August not only exceeded sales for July, but were well above August of last year.

THE larger stores in New York and vicinity have begun the season with customary fall sales of china, glassware and housefurnishing goods and from the reports being received many sales figures are being broken. The movement of the higher priced lines is very gratifying; in fact all so-called luxury merchandise is turning over freely. In the wholesale markets the up-swing of fall buying is noticeable although it is as yet a little early for the tide of Holiday buying to set in. There is, however, an undoubted large potential market for crockery and kindred lines and in contrast to the past few weeks, the sales at retail indicate to a fair extent this demand and indicate that the turnover in all items of household furnishings will be unusually large for the remainder of the year.

BUYING in both the retail and wholesale markets is rather close, the attitude of buyers in the latter being, as is natural, influenced by the attitude of thrift evidenced by the former. But as store advertising is building up sales to an unusually successful degree, orders being placed in the wholesale markets reflect that a particularly good season is just ahead, with large orders for special sale merchandise being written at this date.

Cashing In On Installment Sales

Many Stores, Big and Small, Find It Profitable to Sell Goods on Deferred Payments and Here is a Bunch of Pointers on Collecting Money Without Suspense

OF the various problems faced by executives of stores handling merchandise on the instalment plan, none is given more attention than that of getting in the money for goods which have been sold. In fact, almost as much attention is given to that phase of the business as to all the others combined, for it is axiomatic that, while it is always possible to sell goods on instalments to a certain class of trade, it is impossible to do business at a profit unless the amounts due on outstanding accounts are kept well within the limits which experience has prescribed.

It is because of this that the managers of stores are constantly being kept "on their toes" in regard to collections, and unless they can run their stores in a way that will keep a satisfactory stream of money headed toward headquarters they are more than likely to find themselves among the unemployed. To show how much stress is laid on collections by the powers that be, it is only necessary to quote from a comprehensive letter of a prominent executive in charge of sales.

The letter begins with a plea for the managers to "crowd collections as you never did before," and it continues in part: The sale is not really made until the money is in the bank. That is one condition that our type of business deals with which cannot be neglected. Efficiency in your collection department is therefore quite as indispensable to success as vigorous salesmanship.

But effectiveness in making collections does not consist wholly of securing payment. While the basic function of the collector is to get the money, the ways and means of doing it have got to be carefully considered. The tree that bears the fruit must not be damaged in gathering the crop. There exists between the debtor and creditor a bond of mutual interest and obligation which works to the advantage of both if faithfully observed and respected. You should insist courteously and kindly, but none the less firmly, not only upon payment of accounts, but upon payment when due. Once let your customers get an idea that your terms are more or less elastic, that it is all right so long as you know they are honest and will pay some day, and you will rapidly pile up a prize lot of slow pay and suspense accounts. Because they find you easy, they will pay some more insistent creditor and let you wait.

You cannot afford to get the reputation of being an indifferent collector. It hurts your commission account, but, worst of all, it sucks the very life blood of your store. It attacks your chances for daily sales progress. The poor payers, as a rule, keep out of your way, and the longer they fail to meet their payments promptly an properly the longer it takes you to get on a friendly foo ing with them again after they have met their obligation The good payers walk into your store with heads he high. They meet you on your own ground. You ha every opportunity with them to make additional sale Insistence upon rules of payment safeguards not on your own interests, but those of your customers as we

A unique method suggested by this executive for spee ing up collections brought "flying squadrons" into pla The idea was to have these "squadrons" handle t easier prospects, many of whom had been brought almo to the point of payment by the regular form collecti letters, while the harder ones were taken care of by t regular collectors. This is what he had to say of them

In every city there are scores of bright, clean-cut hi school boys, who are just itching to earn a few dolla for themselves. They welcome extra spending mon with which to get a "gym" suit, go to a show, or do a of the various things which boys of that age like to Other businesses have found wonderful workers amo this energetic class of American boys. Why not us?

Drop in and talk it over with one or two of the hi school principals of your city. They will tell you h to reach the boys you are interested in. Pick out fe or six and spend several evenings with them in outlini the work you have for them. Then set them to wo evenings from 7 to 9—say three of them on Monda Wednesdays and Fridays and the other three on Tu day and Thursday evenings and Saturday afternoons. I will authorize you to pay them a flat commission of 10 p cent., but I must ask you to assume responsibility for th honesty. Their evening work will bring good resu as they'll be very likely to find every account at home

In addition to the high school boys, get in touch wh the better grade of book agents, magazine subscriptn solicitors and insurance collectors. You can readily te h them how to work collections in addition to their regu callings. However, the greatest precautions will hav to be taken to assure honesty and promptness in the me or women you may select from among the latter groups

When you have formed a "flying squadron," give e members only those accounts to handle which rig ly should go into the collector's hands. Give them only e simplest ones, in order to release your collector for he hardest battles. Our big objective is to get the mo y, and to get it as quickly as we can.

Despite the efforts of the home office executive to work their collecting staff and managers up to maxim m efficiency, the concern in question found it necessar to

stall a legal bureau in its collection department and to bscribe for the collection service of one of the best-own commercial credit houses in the country. In nouncing to the managers of the chain that this service d been subscribed for the sales manager wrote in part: hen found necessary, accounts will be placed in the nds of this service, which will put them under fire til such time as it seems wise to actually threaten pub-ation of their names in the newspapers.

Store managers, in another instance, were warned ainst big balances. They were advised to start cutting em down at once, and not to add to those the stores eady had. In connection with this the sales executive id that under the price schedule which is now in force is a rare case that demands a balance of more than $50, d he added:

I urge you to tackle big balances with all the energy at is in you. They stand in the way of "add ons" dditional sales of goods to customers who are almost rough paying for a previous purchase), and they may ive your customers away.

All in all, collections are your most important task. Of at avail is it to strain ourselves to speed up sales if the ney question clips our wings?

British Exports and Imports

The foreign trade in British products for the month of Jne, 1923, as compiled by the *Pottery Gazette* of Eng-d, are as follows:

EXPORT OF CHINA, EARTHENWARE AND GLASSWARE

	Month Ended June 30 1922	1923
	cwt.	
TTERY:		
o France	8,949	14,099
" U. S. A.	34,671	29,420
" Brazil	7,575	8,695
" Argentine Republic	14,283	27,348
" British South Africa	11,957	7,985
" British East Indies	15,515	24,810
" Australia	10,241	61,997
" New Zealand	5,950	5,665
" Canada	48,093	42,314
" Other Countries	128,896	171,260
de up as follows:		
orcelain, Chinaware, and Parian	1,415	1,147
eneral Earthenware, Semi-Porcelain and Majolica	57,775	83,669
toneware	1,980	2,576
ass:		
luminating	416	1,180
Domestic and Fancy	765	1,846
ottles and Jars ....gross	28,651	28,498

IMPORTS OF CHINA, EARTHENWARE AND GLASS

TTERY:		
orcelain, Chinaware and Parian	782	1,085
ll other	21,194	47,102
ass:		
luminating	....	....
Including cooking utensils, table glassware, ornamental glass-ware.		
Domestic and Fancy	35,505	46,359
ottles and Jars ....gross	105,121	93,466

RE-EXPORTS OF CHINA, EARTHENWARE AND GLASS

TTERY:		
orcelain, Chinaware and Parian	48	48
ll other sorts	202	320
ass:		
Domestic and Fancy	381	615
ottles and Jars ....gross	419	2,037
Including cooking utensils, table glassware, ornamental glass-ware.		

The Italian Glass Industry

"L Industria del Vetro," the new review published in Milan, observes that in the early months of the year there has been considerable stagnation in the matter of sales of glass goods, so that the stocks are growing abnormally. Some glass works have stopped working, and some have reduced production. The stagnation has been general, and the crisis shows no signs of ending. On the other hand, the depression in the value of the Belgian franc has brought about an invasion of Belgian glass, particularly in table goods. It is feared that this reewal of competition by Belgium may continue. All the same, in Italy appreciable progress is being made in glass manufacture, both in the improvement of production and the substitution of foreign products by home products, even in special goods. We know, in fact, says the review quoted, that at Naples a large and important establishment is being constructed where sheets of window glass, mechanically blown, will be made, and we see gradually and successfully introduced on the Italian market glass insulators made at Acqui. Other important novelties, such as the Pyrex glass, are in course of preparation for the market. The increases in price of fuel must tend to increase the prices of glass in general, in which fuel counts for so much; but it is believed glass cannot be made much dearer.

Europe Our Greatest Market

Government officials in close touch with export activity feel that too much attention has been given to the promotion of American foreign trade with South America and Asiatic countries to the detriment of our trade with Europe says *Commerce Reports.*

The fact deserves emphasis that the European area is still the largest customer of the United States and that the policy just mentioned, which seems to be general in American organizations interested in developing our foreign business, may result in retarding its development.

Exports to Europe cannot be neglected. In 1922 they amounted to 54 per cent. of our total foreign sales, almost half of our sales to Europe being to the United Kingdom. Germany took 15 per cent.; France, 13 per cent.; and Italy, 7 per cent. of our European exports. The figures just published for the first six months of 1923 show that Europe during that period has taken 50 per cent. of the exported products of our agriculture and industry.

The emphasis placed on exports to non-European fields, which is out of proportion to the actual volume of business done there, can, however, be explained. It does not lie only in the general supposition on the part of Americans that our trade with Latin America and the Far East is a growing trade in expanding countries with increasing standards of living, whereas European trade has already been developed in past decades. There is probably an even more weighty reason. In examining trade statistics it will be observed that our trade with Europe consists mainly in raw materials, foodstuffs, and other staple commodities, whereas in other

fields we have developed our business in manufactured goods and finished products. Staple commodities in the world's markets are generally handled by middlemen. The farmer whose grain moves to the United Kingdom and the cotton grower whose product is received on the Bremen docks have little knowledge of, and therefore comparatively little direct interest in, their goods after they have been received and paid for by the American middleman. The manufacturer of machinery, electrical equipment, and specialties, however, is generally personally interested in his foreign business because it is carried on by direct trade.

For this reason European developments are closely followed by a group much smaller in number than is the case with respect to non-European fields. The effect of reduced purchasing power in Europe is tremendous in this country, and its reaction on our economic life is pronounced. In order to maintain and develop our European trade, the original producer must interest himself in conditions there affecting his product (even though he does not market his goods direct), so that he may determine his own domestic policy.

Domestic Glassware Exports

Domestic exports of plain table glassware show an increase for the month of June. This increase in value of outgoing ware amounted to $19,856. Exports of cut and engraved table glassware show a decline for June, the decrease amounting to $5,354. Outgoing shipments of lamp chimneys and lantern globes also show an increase for June, compared to figures for May, the increase amounting to $13,946.

Countries	Table glassware plain Dollars	Table & other glassware cut or engraved Dollars	Lamp chimneys & lanterns, globes Dollars	Lamps & other illuminating glass Dollars
Finland	163	—	—	—
Gibraltar	41	—	—	—
Netherlands	293	—	—	—
Portugal	—	—	—	452
Spain	118	—	—	48
Switzerland	—	50	—	—
England	40,842	534	—	7,321
Scotland	2,132	—	—	268
Ireland	—	30	—	—
Canada—				
Maritime Prov.	463	469	51	—
Quebec & Ontario	12,531	4,858	2,360	6,186
Prairie Prov.	2,227	466	715	—
Brit. Col. & Yukon	2,593	1,577	74	155
Brit. Honduras	47	—	58	412
Costa Rica	408	—	60	12
Guatemala	1,353	83	12	67
Honduras	882	111	173	15
Nicaragua	346	—	799	6
Panama	1,815	50	817	177
Salvador	586	35	80	31
Mexico	14,881	716	8,622	1,854
Miquelon, etc., Is.	21	—	—	—
Newfoundland, etc.	129	43	1,304	48
Bermuda	661	—	94	—
Barbados	—	—	—	340
Jamaica	137	—	681	50
Trinidad, etc.	325	—	364	59
Other Brit. West. Ind.	376	—	188	23
Cuba	42,634	4,313	4,674	4,546
Dominican Republic	1,500	4	517	113
Dutch West Indies	134	—	11	7
French West Indies	—	—	30	—
Haiti	679	—	445	297
Virgin Is. of U. S.	52	—	11	—
Argentina	7,560	1,648	188	151
Bolivia	2,077	—	—	—
Brazil	541	—	70	180
Chile	488	—	173	90
Colombia	3,118	23	256	354
Ecuador	1,402	—	317	—
British Guiana	169	—	35	56
Dutch Guiana	—	—	14	—
French Guiana	—	—	20	—
Peru	2,665	306	609	639
Uruguay	2,079	—	—	—
Venezuela	1,325	17	97	302
Aden	—	—	10	—
British India	138	53	7,609	187
Ceylon	—	69	—	—
Straits Settlements	64	—	168	232
Other Briti. E. Ind.	—	40	—	—
China	719	1,150	—	2,567
Hongkong	40	328	—	—
Japan	842	364	115	72
Palestine & Syria	—	—	—	69
Philippine Islands	4,740	325	275	197
Siam	—	—	131	—
Australia	31,682	1,988	7,511	2,833
British Oceania	—	—	3	67
French Oceania	92	—	187	157
New Zealand	7,514	43	634	715
Other Oceania	10	—	204	60
Belgian Kongo	—	—	—	1,362
British West Africa	119	—	323	480
British South Africa	3,029	228	1,575	1,248
British East Africa	—	—	31	230
Egypt	—	—	38	—
Other French Africa	—	—	38	13
Portuguese E. Africa	—	—	273	92
Other Portuguese Africa.	—	—	4	13
Total	198,782	19,921	43,048	34,871

The 5 and 10 Cent Business

The Woolworth stores report a 15 per cent. increase i sales for the month of August as compared with the san month last year, while the Kresge stores report an i crease of 23 per cent. Those who know little about th aggregate business of a big 5 and 10 cent store organiz tion will be interested to learn that for the first eig months of this year the Woolworth Company has so merchandise to the amount of $11,667,881. It is a b department store which has an annual turnover of $5(000,000. In fact, there are very few such stores in th country.

Lamps and Shades in Big Demand

The popular demand for table and floor lamps is u abated, according to one of the large wholesalers, a manufacturers are making every effort to provide nov effects in shades and standards. A growing refineme of style is evidenced in the newest models, the outstan ing feature being a tendency away from the massive e fects toward more slender and graceful lines. There an increased demand for the floor lamps about 56 inch in height, the so-called junior or semi-floor lamps. T flat shades are not popular in the better grades, beig supplanted by the Empire and novelty effects. O designs are in great demand, provided the lines a graceful. Freak shapes, while occasionally selling wi for a time, have no lasting popularity. Silks and crep

ost in demand, the parchment shades having been killed a great extent by the cheap paper imitations. Metal mps, according to the dealers quoted, are slipping, too, n account of the flood of cheap lamps of this type re-ntly put on the market. Torcheres in the better grade e supplanting them to some degree. The chief reason e still selling well, although the newer effects with mpire shades, in tall shapes giving the torchere effect, that they can be used singly, as well as in pairs.

Increase in Customs Staff Demanded

Treasury officials are preparing for a fight to the finish ith the Budget Bureau to obtain what is regarded as an bsolutely necessary increase on the appropriations for e customs service for the next fiscal year. The question making an exception to the general administration olicy of economy, it was understood today, will go to resident Coolidge for final decision.

Increased appropriations for the next fiscal year are ing demanded by the customs service on the ground at the proper collection of the tariff revenues requires ore funds than have been allowed up to the present. ongestion of merchandise at the various ports and the ortage of customs personnel, it is estimated, is costing e Government millions of dollars in revenues.

Pleas from the various ports of the country are com-g into the Treasury for the assignments of more cus-ms officials to handle imports and relieve the congestion goods. Because of lack of funds the service has been rced to adopt short cut methods of handling the flood imports which have been entering the country during e past year, and it is believed these emergency meas-e have made it possible for considerable merchandise to ss the customs without the payment of duty or assessed too low a rate.

Orders for Toys Keep Up

The toy market is well up to normal, says one jobber, no reports a satisfactory number of fill-in orders sup-ementing the liberal bookings made last Spring. The eaking dolls continue their vogue and have largely sup-anted the imported bisque dolls. Practically the only ocks held over, he says, are cheap imported goods ught last year. One novelty enjoying great popularity present is the "Galloping Gee Gee," a hobby-horse set eccentric wheels, which is propelled by the motion the body of the rider. They retail at $8 and $10. An-ner novelty is an electric train, which is stopped by the und of the voice by means of a magnet sensitive to und waves. It sells at $7.50 retail.

Cutlery in Poor Demand

Philadelphia reports that cutlery is selling very slowly present. Dealers are preparing for a good fall busi-ss, which they believe will continue until after the ristmas season. Prices range about 10 per cent higher, a result of higher labor and raw material costs.

For a National Code of Business Standards

Declaring that there is an increasing wave of public sentiment among business men tending to a more exacting and sensitive business conscience, Guy Gundaker of Philadelphia, president of the International Rotary Club, advocated the formation and adoption of a national code of standards and correct practices in an address before the annual convention of the National Council of Traveling Salesmen at Atlantic City.

"It is apparently a special province of national and State organizations of the various businesses or professions to write their own code, but experience has shown that these bodies are slow to act on such matters," he said. "Rightness and wrongness as business methods can be determined correctly only when methods are tested by written rules of conduct. A written code of standards and correct practice holds men to think clearly and correctly and act honorably."

Custom Rulings

Sustaining a protest of the Parmelee Dohrmann Company, of Los Angeles, the Board of General Appraisers finds that certain merchandise, classified as decorated chinaware, with duty at 70 per cent ad valorem under Paragraph 212, Tariff Act of 1912, should have been taxed at but 50 per cent ad valorem under Paragraph 211 of the same act, as decorated earthenware. The collector is instructed to reliquidate the entry accordingly.

Price Lists of British Pottery

The Specialties Division has on file price lists of pottery ware manufactured in England. Much of this ware enters into competition in various markets with American-made pottery. American manufacturers interested in looking over these catalogues can secure them for a short period by referring to file No. 97584 when making the request from the U. S. Department of Commerce, Washington.

Business in New Orleans

One of the larger department stores in New Orleans has announced that its business for August was at a rate 9 per cent in excess of that for August, 1922. Gains were shown in kitchen and silverware while sales of crockery and glassware fell off. Collections by department stores are said to be only fair.

Ninth Chemical Exposition Opens on September 17th

When the ninth national exposition of the Chemical Industries opens at the Grand Central Palace, New York, on September 17, porcelain and allied products not only will be shown, but a comprehensive showing of educational materials, picturing the progress of the chemical industry, will be a feature of the six-day show. In conjunction with the exposition the American Ceramic Society will hold a meeting at 2.30 P. M. on September 19.

CAUGHT IN THE NEWS NET

IT will be wonderfully welcome news, to the host of friends of Norman C. Walker, the well known traveling representative for Meakin & Ridgway, to hear that he is now able to get about, by the aid of crutches, having been able to make the trip to his home, West Orange, N. J., from Milwaukee, where he had been confined to the hospital since breaking his leg four months ago. He, as well as his friends, are feeling most cheerful over the fine progress he is making, which if maintained, as at present, will mean that by the first of the year, he will be able to make his appearance at the Meakin & Ridgway salesrooms, to greet his friends in person. He arrived home last Saturday and was met at the train by a number of friends in the trade.

Miss Anna Herdfelder, in charge of the office of McKenna Bros., Sales Corp., returned to her desk on Monday, feeling and appearing particularly fit, after a two weeks' sojourn in the Adirondacks.

Word has been received here of the death on Sunday, after a protracted illness, of Mrs. Geo. Watts, widow of the late head of Geo. Watts & Sons, Milwaukee, Wis., and mother of Howard Watts, present head of the firm. The latter will have the sympathy of a wide circle of friends in the trade in his loss.

Chas. M. Franzheim, head of the Chas. M. Franzheim Co., the well known clay and feldspar concern, Wheeling, W. Va., was a visitor in New York on Monday, following his arrival here on Sunday from a four months European trip. Mrs. Franzheim accompanied them.

Robert R. O'Connell, of the McKenna Bros. Sales Corp., is waging a campaign among the buyers through the New England States with the various lines represented by the concern.

S. E. Hill, managing director of Pearson-Page, Ltd., Birmingham, and London, England, arrived in New York, on the Aquitania, September 7th. He is accompanied by Mrs. Hill. This is his first visit to America since the opening of the New York office, and he is coming at this time to see the new display rooms which have been opened up under the management of S. P. Skinner, in the Canadian Pacific Building. While here, Mr. and Mrs. Hill will spend several weeks visiting the principal cities of the United States and Canada.

C. V. Hoyt of the Hoyt Henderson Co., Oshkosh, Wis., is in town this week placing orders for his firm.

Geo. W. Brownley, of the Morimura Bros. sales force, left on Monday for a trip through New England after which he will make his territory through the Middle West A. F. Lemcke is also making preparations to start within a few days for a trip through the South.

"Lou" Reizenstein of C. Reizenstein Sons, Pittsburgh arrived in New York last Friday for a week's stay to show his line of decorated glassware. He is making his headquarters as usual at the H. C. Kupper salesrooms 39 West 23rd Street.

J. Meredith Miller, of Maddock & Miller, Inc., is spending this week calling on the trade in Philadelphia, Baltimore and Washington.

Frederick J. Peters, head of B. Tomby, Inc., arrived home from Europe on Monday aboard the Munchen. He had been abroad for two months on a visit to the factories that the concern represents in this country.

Charles J. Dooley, buyer of china and glassware for the Cowell & Hubbard Co., Cleveland, O., was an arrival in the market on Monday. He expects to be here for a week or ten days placing orders.

Ernest W. Schulz and Leonard Stock, of the Herma C. Kupper traveling staff, are making preparations to leave for trips over their territories within the next few days.

Louis A. Scott, Australian representative of the United Glass Co., accompanied by Mrs. Scott, who has been spending a part of his visit to this country in this city, left last week for Pittsburgh. This is their first visit to this country and, after making a tour of the various plants of the United Glass Co., they will return on the Niagara sailing on Otober 5.

Tignor Opens New York Office

R. L. Tignor, the well known representative for the Zane Pottery Co., Zanesville, O., has opened a New York salesroom for the concern, in the Mohawk Building, 16 Fifth Avenue, where he occupies Room 601, on the sixth floor.

He is busily engaged getting his samples in place and expects to have everything in readiness by the end of the week.

Mr. Tignor will continue to travel his regular territory as usual. When he is on the road, the office here will be in charge of an assistant.

Mooney To Buy For Koch

W. J. Mooney, who has been assistant to Langley Hawthorn, china and glassware buyer for Abraham

traus, Brooklyn, for some time, has been engaged as uyer of china, glass and lamps for the H. C. F. Koch o., store on 125th Street, New York.

Mr. Mooney assumes his duties with the Koch concern, ext Monday, in the meantime, Mr. Hawthorn is looking or a new assistant to fill his place.

New Members Elected

At a meeting of the Board of Management of the ottery, Glass & Brass Salesmen's Association, held last riday, three new members were elected to membership. hey were Wilson Hammond, son of E. W. Hammond, resident of the organization, who is associated with his ther's glass decorating business; Frank Tignor, travelg representative for the Morton Pottery Co., Morton, l., and Robert J. Rader, of the Cox & Co., sales staff.

Miss Doctor Married

The home of A. P. Doctor, the well known representave for the Central Glass Works, 8801 Twenty-third Aveue, Brooklyn, was the scene of a beautiful wedding last hursday when his eldest daughter, Marguerite, who assted her father for a number of years at his office and ho had a wide acquaintance in the trade with whom she as very popular, was married to William Wilson.

The ceremony was performed at five o'clock in the fternoon in the presence of about a hundred guests and e bride presented a most attractive picture, in her handme wedding gown.

The couple are spending their honeymoon at Washing-n, D. C.

Japanese China Industry Untouched By Earthquake

Further cabled advices received by the leading apanese importing concerns, Morimura Bros., Mogi omonoi & Co., Taiyo Trading Co., etc., confirm the rlier reports received last week, that Nagoya, the heart the china industry, was unharmed by the recent earthuake, and that work in the potteries will proceed withut interruption.

The only fatality reported thus far among those conected with the above mentioned firms in Japan, are four erks who were killed in the Yokohama office of the aiyo Trading Co.

The concerns mentioned are deeply appreciative of the uick response of their friends in the trade, as well as the eneral public, to the relief fund for the sufferers in apan.

Buyers in New York

SEPTEMBER 6, 1923

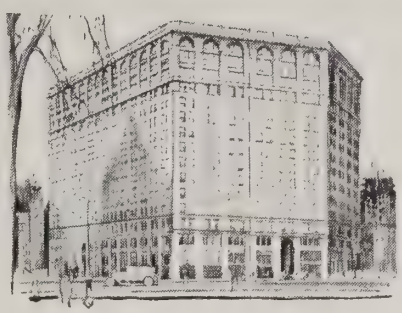
R. Seitner, toys, Seitner Bros., Saginaw, Mich., 120 W. 33rd. A. Fantl.)

J. Hertzberg, housefurnishings, S. Kann, Sons & Co., Washgton, D. C., 432 Fourth Ave.

SEPTEMBER 7, 1923

Miss E. Fischel, art goods, gifts, Wolf, Wile Co., Inc., Lexingn, Ky., 116 West 32nd St.

(*Continued on page 25*)



New York Headquarters for House Furnishings

"Headquarters" because here are located the New York Offices and salesrooms of many of the leading manufacturers. Their sample displays are a perpetual exposition, a year-round style show changing with the seasons as the new styles are introduced. The convenience of selecting from such a large display makes this the logical place to begin a buying trip.

THE FIFTH AVENUE BUILDING
Broadway and Fifth Avenue
at Madison Square, New York
"More than an office building"



WHAT THE POTTERIES ARE DOING



BUYERS who have visited this market during the last week are authority for the statement that July and August sales records just closed exceed those of 1922. The demand seemed to be for the general line, and it is declared that in some instances sales would have shown higher peaks had particular patterns been a little heavier in stock. The demand for dinnerware has been so active during the last two quarters, that manufacturers at times have been hard pressed to satisfy all customers, although shipments at all plants show a decided increase over records for corresponding months in former years. The statements of these buyers, therefore, bear out reports previously published in the JOURNAL that retail trade was buying, this speaking in a general way. That this heavy demand will continue throughout the balance of the year is generally admitted, both by buyers and manufacturers.

Fred Kline, southern representative for the Knowles, Taylor & Knowles Co., who maintains sales rooms at 1511 Commerce Street, Dallas, Texas, has been spending the last few weeks away from his office visiting the trade.

Harry Lowengart, dinnerware buyer for the M. Sellers interests, and with headquarters at Portland, Ore., has been spending a few days in the local market, and then dividing his time also in the Pittsburgh glass district. He is buying for the Sellers houses in Seattle and Spokane, Wash., as well as for the Portland house. It is his first visit to the district since early in the year.

Joseph C. Davis, of the Knowles, Taylor & Knowles Co., sales department, has left for Mt. Clemens, Mich., where he will remain a few weeks in the hope of improving his health.

Herbert K. Connors, eastern salesman for the Carrollton Pottery Co., has opened at Pittsburgh, Pa., en route over his eastern territory for a fall trip. He is showing the most recent patterns added to the dinnerware line of this concern.

W. P. Briggs, buyer for Sibley, Lindsay & Curr, Rochester, N. Y., spent the latter part of last week in the district. "Retail sales have been good with our department throughout the entire summer season," Mr. Briggs related.

The trade will be interested in learning of the marriage at Caine Brae, Walloon Lake, Mich., the evening of Sept. 5, of Miss Mary P. McIllwraith to Robert L. Wintringer, son of Harry D. Wintringer, president of the Steubenville (O.) Pottery Co. Mr. and Mrs. Wintringer attended the wedding. The groom is associated with his father in the management of the Steubenville plant.

For the first time in the history of the National Brotherhood of Operative Potters, an official of that organization is to visit the Pacific Coast. John T. Wood, president of the organization, is now making arrangements for this journey, and his itinerary will include the plant of the Empire China Co., Burbank, Calif.

Homer J. Taylor, of the Knowles, Taylor & Knowles Co., and Mrs. Taylor, will sail from New York, Sept. 20, for an eight weeks' trip through Europe. It is the intention of Mr. Taylor to visit the more important pottery centres while abroad.

Some manufacturers are having trouble in getting full production out of decorating departments, because of the slowness of white ware coming through from the kiln. The reason for this is said to be due to the lack of co-operation between kilndrawers. If it is decreed that the kiln is "too hot" to draw, that settles the matter, and whether the kiln is hot or cold, it is not drawn. Decorators are therefore unable to get ware from the glost ware room, and production of the department of necessity is delayed. The manufacturers always have one thing or another to contend with.

The New Jersey China Decorating Co. has been formed at Trenton, N. J., by Harry Rosenberg and Samuel Shuman, who have opened offices in the Broad Street bank building.

J. Smith, manager of the china department of the Boston Store, Milwaukee, Wis., visited this market late last week, his first trip since June. Mr. Smith reports an active demand for dinnerware, both in sets and for open stock patterns.

"We're operating full time at the Carrollton plant, but we've not got things moving just right at Scio," declared President F. W. Poland, of the Albright China Co. The Scio plant, like most all new shops, is experiencing difficulty in obtaining steady crews in all departments. However, production at Scio is on a very favorable basis.

Dinnerware manufacturers in this district have begun to pool shipments to both eastern and western delivery points, and by this scheme carlot shipping records are

Joseph Wells Wins Golf Honors

oseph M. Wells, a son of W. W. Wells, of the Homer ughlin China Co., and head of the American Potteries , East Liverpool, O., set a new course record for the tage Country Club links at Akron, O., Thursday of week, by negotiating the course in 67.

Mr. Wells played with another Ohio professional mpion, Emmett French, of Youngstown, in a 36 hole ibition match with Walter Hagen and Joe Kirkwood, rnational star players. There was a brilliant crowd of nusiasts that followed the players over the course.

Kirkwood and Hagen won the match, two up, but Mr. lls and Mr. French presented such a brisk contest ughout play, that the result remained in very close doubt until the very end. During the first round all players were under par, which is 71 for the Portage course. Mr. Wells and Mr. French tied with the champion in the morning, the former being low with 67 and French carding 69, which also was Hagen's score. Kirkwood went round in 68 strokes. Mr. Wells is a former Ohio champion, and is a member of the East Liverpool Country Club.

Before the Portage Club play, the same players staged a contest on the course of the East Liverpool Country Club, and Mr. Wells and Mr. French were easy winners over Hagen, the former British champion, and Kirkwood, the Australian champion.

The result of the match at East Liverpool caused the arrangements for the Akron play to be perfected.



Left to right—Emmet French, Youngstown; Walter Hagen, former British open champion; Joe Kirkwood, Australian champion, and Joe Wells, East Liverpool, former state amateur champion

(*Continued from page 22*)

oling an increase, and less than carlot movements e declining. By pooling shipments to New York, Bos- n, Denver or a particular coast point, handling at trans- r points is eliminated, and loss damage claims reduced to a minimum. The scheme is a welcome innovation to both buyers and manufacturers.

The United States Potters' Association has been ad-

(*Continued on page 30*)



GLASS FACTORY ACTIVITIES



ALTHOUGH glassware selling lists have been advanced approximately ten per cent, occasioned by the recent increase in wages, there has been no decline in demand. Before the recent wage conference went into session at Atlantic City, buyers were of the opinion that a revision in wage scales would ultimately follow, so that when wages were advanced, the trade was not in the least surprised. Now since the selling lists of many items have been changed, manufacturers say that orders are holding up well, and that specifications for fall and holiday requirements are as numerous at this time as they were a year ago. Speaking in a general way, orders are good for the general line, and this insures the steady operation of factories during the balance of the year.

According to buyers who have been in the district during the last week or so, the opinion was expressed that the new increase in factory prices of glassware would very likely be absorbed by distributors. "The advance is less than we anticipated," was the expression of one buyer, "and so far as our house is concerned, there will be no change in our retail prices. We are getting better deliveries than for some time, and as our business is increasing, we are perfectly satisfied to let merchandise go out at our old prices."

"We want to add at least 200 new members," said Watson W. Lang, secretary of the Western Glass and Pottery Association this week, in making plans for a campaign known. Five prizes have been authorized by the board of directors in this membership drive, these being cash awards from $35 for the first award down to $10 for the fifth prize and for those who secure the largest number of applications before January 1. Since this association was formed, over $16,000 has been paid out in death benefits at an average yearly cost of $5.

The McBride Chimney Factory, Salem, W. Va., has resumed operations following a suspension of two months. Steady operation of the plant throughout the winter will depend entirely upon the gas supply.

Information has been received here of the destruction by fire of the plant of the Model Glass Co., Ft. Smith, Ark., with a loss of $225,000, estimated, and insurance of $80,000. The shop has not been in operation since June, although shipments were being made from stocks on hand. Z. P. Zenor, of Kansas City, Mo., is the largest stockholder in the company.

It is very likely that several glass concerns will have salesmen in the New York district showing hotel lines of glassware during the annual meeting of the New Yor Hotel Association, Nov. 19-24. This is in line with th idea of hotel china manufacturers, who also propose t make exhibits in New York at that time.

Arrangements are being made for the construction a Roulette, Pa., of a plant for the Roulette Glass Co., c Corning, N. Y. Buildings and machinery will cost ap proximately $300,000, according to present plans, whic will include the erection of a power plant.

Within the last fortnight a decided increase in th demand for decorated glassware and glass specialties noted. The business is pretty well distributed, althou department stores are among the most active buyers the line. While a number of items have been added this line by the different manufacturers and decorati shops since last January, the bulk of the orders comi in now is for those specialties which were shown t trade last January. Some of the jobbing interests ha also shown interest in the different assortments, al coupled with the department store and specialty shop d mand, the different factories are reporting rather hea order files.

With the portable manufacturers in this district, te same story of active demand is reported. Inquiries re not confined to any particular territory, but new busin is well distributed all over the country. The west is ve much interested in portables, so it seems, while busin from the south is showing quite an increase over thatf the last few months. Eastern sales offices of local fa tories, especially those located in Boston, New Yo Philadelphia and Baltimore, are doing well with por bles. Smaller lighting specialties are selling well.

Glass manufacturers who are interested in the busirss in the Lancaster, O., territory are arranging to erec a plant under the name of the Lousiana Glass & Manufacturing Co., at Monroe, La. James L. Stock, of Lancaster, O., is actively associated with the new compny.

Wreckage, caused by fire at the plant of the New Cumberland (W. Va.) Glass & Mfg. Co's plant, has ben cleared away, and construction of their new plant will begin next week. A brick factory is to be erected, nd it will be more than double the size of the old shop.

The New Martinsville (W. Va.) Glass Mfg. C is now engaged in developing its new 1924 line. This will include a number of new ideas in specialties and utility items, and a number of new designs will be brought out

(*Continued on page* 30)

What's New in the Market?

Here are a Few Answers to This Question to Post Buyers on New Offerings

Kupper Showing Distinctive Decorations in Unique Swinnerton Line

Occupying a unique position by reason of its graceful shape and the different touch at once apparent in the decorations displayed, the newly arrived samples from Swinnertons, which Herman C. Kupper, Inc., 39-41 West 23rd Street, have just placed on display, is one of the outstanding features in the wholesale market. This famous line of English earthenware is shown on an unusually charming shape, known as the "Westminster" and the decorations have all been carefully designed to achieve freshness of appeal, with richness of color, combined with the dignity which bears the unmistakable stamp of wares of distinction. These details have been most successfully worked out under the supervision of Mr. Herman C. Kupper, who has been abroad for several months in consultation with his factories.

Conspicuously beautiful is a Chantilly decoration, employing this famous form of decorative art, with a center decoration in bright colors of red, blue, orange and black, consisting of a graceful bird on a flowering branch. The surrounding border of yellow and black leaves and blue flower, with a touch of orange, forms one of the most charming treatments we have ever seen. In the bold outline or stencil-effect is another decoration of deep blue flowers in outline, connected with narrow green lines, enhanced by small yellow flowers, with blue shoulder line and edge band. Another delightful treatment is in gray and lightly touched with black, consisting of a running floral border. Rather more conventional in design is a border treatment of horizontal panels of powder blue, alternating with rococco panels containing pink flowers in bright colors, finished with a hair line and edge band in gold and with gold striped ornamental knobs and handles. These four patterns are in open stock at present, but others will be added from time to time. Among the other dinnerware treatments is a very lovely decoration in the Adam style, consisting of rich blue, horizontal panels, alternating with three small square panels in orange, with festoons in blue and black. Something quite new is also shown in a large spray pattern, of rich colors, with inside and outside bands in blue and green. In addition to the array of new dinner ware patterns is the fancy short lines. These comprise groundlays in deep green with a circular floral center in green and black. In another striking decoration the centers are in groundlay of Celeste blue, canary, deep blue, jade and orchid, with a wide French chintz border, of birds and flowers in soft, rich colors on a green and white striped ground. The colors are wonderfully well set off by a highly original border of ¼ inch width, composed of black diamonds and framed by narrow black lines. The variety of colors and original designs in this short line makes them particularly attractive for tea and breakfast sets, while the richness of many of the decorations in the larger sizes, makes them especially attractive as service plates.

Buyers in New York

(*Continued from page 21*)

SEPTEMBER 10, 1923

J. M. Davis, housefurnishings, Pfeifer Bros., Little Rock, Ark., 352 Fourth Ave.

L. A. Fiebel, housefurnishings, toys, F. & R. Lazarus & Co., Columbus, O., 225 Fifth Ave. (Retail Research Ass'n).

SEPTEMBER 11, 1923

I. Smith, china, glassware, lamps, Herzfeld, Phillipson Co., Milwaukee, Wis., 432 Fourth Ave.

W. Plankey, housefurnishings, toys, G. E. Stifel Co., Wheeling, W. Va., 116 West 32nd St.

SEPTEMBER 12, 1923

J. Werner, chinaware, housefurnishings, Raphael Weill & Co., San Francisco, Calif., 15 East 26th St.

F. V. Zug, housefurnishings, Kaufman's Harrisburg, Pa., 1150 Broadway (F. Lilienthal & Co.).

J. Smith, china, glassware, Herzfeld-Phillipson Co., Milwaukee, Wis., 1164 Broadway (Fellows Buying Corp.).

Penn State Retailers Meet

The development of better salesmanship was the predominant note struck by the various speakers at the Retail Merchants' Association of Pennsylvania, at Altoona, Pa., August 22. Robert A. Kerr, of Titusville, was elected president of the association.

Leon A. Marks, of the LaSalle Extension University, in Chicago, spoke on "Tactful Handling of Customers." He said that the same style does not suit all customers.

"The salesman must learn two things. First, to study his customers and gauge them quickly, and second, to adapt himself and his methods of approach to their various moods, peculiarities and prejudices," said Mr. Marks. "Often the breezy style goes well. Other customers will be influenced far more by a serious argument. A thoughtful clerk appeals to a man of thoughtful mind.

"In still other instances it pays for the salesman to let the customer do the major part of the talking, to agree with him, and then skillfully lead him to the desired point, which concludes with the sale of the goods."

Washington, Pa., was chosen as the place for holding the 1924 convention, and these officers were elected: President, Robert A. Kerr, Titusville; vice-presidents, H. J. Loeb, Punxsutawney; F. C. Fatzinger, Stroudsburg; F. G. Heisey, Lebanon, and H. W. Goldin, Pottstown; treasurer, Homer R. Knapp, Pottsville; executive committee, S. G. Rosar, Scranton; D. E. Durbin, Pittsburgh, and E. O. Spotts, Tarentum.

Novelties in Fascination Lane

Selected Items Representative of the Best Offerings of Master Craftsmen in Art and Gift Goods

By Beatrice Miller Wisner

Chinese Parasols of Oriental Charm

How much American women are beginning to appreciate the beauty and usefulness of the Chinese parasol, is evidenced by the great demand and usage of these delightful sunshades at all the popular resorts. The accompanying illustration shows a most attractive parasol direct from Hang Chow, from the Oceanic Trading Co., 5113 Arcade Square, Seattle, Wash. These parasols are beautifully ornamented in striking oriental designs by Chinese artists, and are strongly made of durable bamboo, and heavy paraffined material, which is waterproof. The colors are extremely suitable, harmonizing delightfully with all the newest shades of women's apparel.



The large variety of colors, unique decorations and durability, have made these Chinese parasols indispensable to the chic trousseau of fastidious women. In fact, oriental accessories for women's wear this season have surpassed the most optimistic and the demand promises even to continue greater as the season advances, as these durable sun protectors are quite correct at the Southern winter resorts. Gift Shops are making Chinese parasols special attractions, realizing the vogue of these favorites, which has been demonstrated by repeat orders. The above concern will be glad to mail their catalog, "Importations," upon request, giving in detail their imported products, some of which include: Moccasins, Totem Poles, Ivories, Indian Curios, Alaska Curios, Potteries, Incense, Baskets, Parasols, Pearls, Novelties, Tea Sets, Lacquer, etc.

Bulbs in Attractive Gift Boxes

The delicate thought of giving flowers has been one of long standing, but a new and more lasting tribute of affection has been conceived by the New Amsterdam Bulb Co., Inc., 470 Greenwich Street, who is offering bulbs put up in substantial transparent-top boxes, attractively decorated with a picture of the flowers in their natural colors. These boxes include a variety of bulbs; Hyacinths, Tulips, Daffodils, Crocus, Jumbo, Paper Whites, Darwin, etc. The Paper Whites come six in a bo with enough peat or pebbles to plant them. Full cultur directions for indoor or outdoor planting are printed o the box. The customer can instantly see through th window of the box, the amount of bulbs and pebbles c peat for planting, and also from the illustration ha a conception of the splendid coloring of the flowerin plants when in full bloom. This is a silent salesma and an enticing boxed item. Gift shops and specialt shops are featuring these boxed bulbs with much profi and hardware stores and glassware departments find th unique way of offering bulbs a compeling sales magne The concern will be glad to quote prices or send catal if desired.

Practical, Combination Mah-Jong Rack

Since the popularity of the Chinese game, Mah-Jon there has been a most urgent demand for a substant and ornamental counter holder. The Scott Combinati Mah-Jong Rack and Chip Drawer, pictured herewith a offered by H. C. Hubley, 402-3 Hibernian Buildi Los Angeles, is a most useful and attractive holder. T Scott Combination Rack and Chip Drawer eliminates e pensive tables and awkward containers and also provic a most practical rack, as it raises the tiles to perf



range of vision, thus allowing the player to relax in chair and enjoy comfort and ease while playing the ga The Scott rack is inexpensive, retailing at only $8.00 set, is finished most attractively in red, black, green orange lacquer, appropriate and in harmony with interior furnishing. With the coming holiday sea this excellent combination Mah-Jong counter-holder a most appealing specialty for gift shops. The enthusi for Mah-Jong is stirring the whole world and prom to continue during cold weather when indoor games pr a most delightful relaxation and amusement while do are closed, hence, the demand for Mah-Jong will stimulated for the Christmas season. For further formation concerning the Scott Combination Rack, wri to H. C. Hubley, above address.

BOSTON NEWS NOTES

By

R. B. Hemenway, Representative

BOSTON OFFICE
98
MAY STREET
NEEDHAM
MASSACHUSETTS

SCORES of buyers from all over New England swooped down upon Boston wholesalers last week for the opening of Fall Market Week. It is estied that approximately five hundred or more persons aged in various branches of the trade visited the city. olesale dealers in every kind and variety of home furnings were the hosts and displayed many attractive ibits. Thousands of pieces of new fall merchandise e obtained for the express purpose of exhibiting them ing the week. The program for a series of spring fall market weeks was begun a few months ago and with marked success. The whole purpose of the is to show buyers that they do not necessarily have o to other cities to obtain the same goods that are t on sale in Boston, the Hub of New England.

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oseph Walker, who contracted a bad habit of throwbuilding bricks through the windows of Boston es where he obtained thousands of dollars worth of chandise, was sentenced to the Massachusetts State ormatory at Concord Junction last week for a five term. Joseph Alden, a partner of Walker in two ne breaks, was given a sentence of one year.

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obert C. Fenton, sales manager of the Fenton Art s Co., Williamstown, W. Va., was a visitor in Boston ng the past week.

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omer F. Hunt of H. P. & H. F. Hunt has received a r from his father, Benjamin F. Hunt, European r for the F. W. Woolworth Co., in which he says vas obliged to pay 25,000,000 marks for a new pair hoes recently. The same article could be had for a million times less than that prior to the World . Seems as if it would be a bit more practical to e paper soles out of the marks.

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venty-four public and charitable institutions in Bosnd vicinity receive bequests ranging from $5,000 up 25,000 under the will of James G. Knowles, owner he Timothy Smith Co., Roxbury, whose death was unced in last week's issue. The total amount of the lic bequests is $400,000 and included in the list of who are to benefit are Protestant, Roman Catholic, sh and negro organizations engaged in work of a itable or religious nature. Many of these distribute s for relief work among the people who are patrons he Timothy Smith Co. In addition, the will names eneficiaries many of the people who helped Mr. vles to his financial success, the majority of whom either present or former employees of the store. rding to the will which was filed for probate on ember 5, the total value of the estate is estimated ore than $750,000.

Incidentally Mr. H. F. Hunt is soon to celebrate with Mrs. Hunt their twenty-fifth wedding anniversary. The happy date is September 14. Mr. Hunt says he is going to keep open house all day to receive his many friends and that he may possibly take them down cellar. The employes of the Hunt firm plan to honor their genial superior with a suitable token.

Among those receiving annuities of $500 under the Knowles will was Charles Smith, known to the older generation of crockery ad glassware salesmen as "Charlie." Mr. Smith was formerly buyer for the dinnerware department of the Timothy Smith Co. He retired some years ago.

"Bob" Smith, buyer for the Lougee-Robinson Co. of Laconia, N. H., motored down over the road last week and visited many of his Boston friends. He was accompanied by Mrs. Smith.

D. William Gilkey left Boston on Thursday for Los Angeles after an extended trip in the East during which he was successful in acquiring a number of first-class commission lines which he will represent as sales agent on the Pacific Coast.

Henry Kenneth Fitz-Gerald, superintendent of E. H. Farnsworth & Co., Rockland, Mass., was married on Sept. 1 to Miss Miriam Clare Mulready, daughter of Mr. and Mrs. Edwin Mulready, also of Rockland. The ceremony took place in the Church of the Holy Family in that town. Mr. Fitz-Gerald's many friends in the trade are sending him congratulations and best wishes for continued happiness under his new manager.

Harry Merrill of Madison, Me., and Mrs. Merrill were visitors during the week via the oil and gas buggy route. Mr. Merrill is the proprietor of a household furnishings store in Madison.

Good Demand for Games

Trade in games is on the increase. Among them is the sale of Mah Jong sets. A wide variety of these is shown by one importer, retailing at from $15 up. He says the total importations of these articles in 1922 amounted to only $30,000, while the figure for 1923 is already a million and a half. Factories have been started all over China, he says, and indications are that the demand in England will in a short time rival that of this country. Bridge and pinochle sets, too, are said to be in great demand.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

WHOLESALERS reported last week that they had been busier during the early days of September, than since early in the spring. Orders from salesmen on the road for fill-in and additional stocks for holiday selling are coming in most satisfactorily, and it is evident that very few merchants are through buying for this year. Dinnerware is particularly in demand, with the factory managers reporting an oversold condition, and the retailers running with light stocks.

Approximately fifty members of the local trade, buyers and sellers, left Chicago on Friday and Saturday evening at 6.30, for the annual round-up of the local trade. The event was held at the summer home of the Boston Store on beautiful Lake Beulah in Wisconsin. The event, as in past years, was given through the courtesy of Pete Rinkin and William Fergus, buyers for the Boston Store, who secured the use of their company's summer home for the local china and glass men.

I. E. Mincks, Sec'ty and manager of the Chicago office of the Albright China Co., is expected back in Chicago this week, following an extended vacation spent at his favorite camping and fishing grounds and at his home in Scio, O.

George T. McNicol, in charge of the Chicago office of the Potters' Co-operative Co., Palmer House, went to his factory last week on business.

The Fort Pitt Glass Co., Pittsburgh, Pa., has appointed J. B. Finn, 222 N. State Street, Chicago, representative. Mr. Finn received the samples of this line a week ago, including a number of patterns in light cut blown tumblers, as well as many items of colored glass for decorative or serviceable purposes. The samples may be seen in Mr. Finn's display rooms.

Mr. Cuttle, head of the China-Japan Direct Trading Corporation of Chicago, importers of pottery, jewelry and all classes of oriental art goods, says the calamity in Japan will undoubtedly result in a scarcity of imported goods from that country, and that owing to limited stocks in this country, prices should work to higher levels. To date Mr. Cuttle has not heard from his Japanese representative who was stationed in Yokohama at the time of the earthquake and much concern is expressed over his fate.

Good news in the form of a statement from Chicago's corporation counsel, F. X. Busch, reached the trade t week through a bulletin issued by the Glass, Potte Lamps and Housefurnishing Association. The coun states that the city cannot license 34 classes of busine as they are now attempting to do. In the list of thir four issued, the business of Manufacturers' Represen tives and dealers in Crockery or other retail merchand stores cannot be licensed. An ordinance for licensi these businesses cannot be sustained, according to M Busch.

The L. Fish Furniture Company is to erect a s story building on a site 500 x 160 ft. at Pershing Rd and Irving to cost one million dollars. This will be us as a warehouse and office building, for developing th mail order department.

A voluntary petition in bankruptcy has been filed the heads of the U. S. Novelty Co., makers of la shades, 320 S. Wabash Avenue, Chicago. The ass of the company are given at $2,000 in excess of liabilities, and the company will likely be liquida without loss to anyone.

Dealing in furniture, housefurnishings, crockery, ru etc., will be the business of the newly incorpora Fitzgerald Furniture Co., at 1042 E. 47th Street, Chica

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Roy Henderson, general manager, and George Fow sales manager of the Carrollton Pottery Co., Carroll O., were visitors on the Chicago market last week.

Henry Von Hagel, china and glass buyer for Se Roebuck & Co., was in Cincinnati last week vacation with his family.

Oliver Phillips, china and glass buyer for The Hi made a trip to St. Louis last week.

Outfitting of children for school has been the princ business of the big department stores along State St during the past week. Sales in china, glass and ho furnishings have been temporarily set aside until the s of getting the children "off to school" is over. Re tailers are expecting an early fall trade this year in all departments, in view of the prompt arrival of wea with the snap of fall days. Ready-to-wear departm have already felt the response of the public to the pol days, and this condition is expected to influence the les of china, glass and lamps at an early date.

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS
GIFT SHOP & ART GOODS-DOLLS & TOYS



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Pottery News

(*Continued from page 23*)

vised that the Georgia State legislature during its last session appropriated $10,000 for the establishment and maintenance of a school of ceramic engineering at the Georgia School of Technology at Atlanta.

With a capital stock of $15,000, the Oakwood Pottery Co., has been formed at Roseville, O., by E. A. Baldoser.

Glass Factory News

(*Continued from page 24*)

on its cut line. This factory is operating to capacity, and future business is reported heavy.

Heavy cut glass appears to be in the slow demand that has characterized the line for quite a time. However, there is a better movement now than for some months, this being due to the approaching holiday season, when orders are always more liberal. The heavy cut line, it seems, has been supplanted by the light cut and etched offerings, and the latter items are in just as heavy request as ever.

We Are Growing

Julius H. Barnes, president of the Chamber of C merce of the United States, in an address August before the National Association of Insurance Age cited ten production records that have been establis in industry during the last few months, as follows: largest pig iron production; the largest cotton consu tion; the largest steel ingot production; the largest cr oil production; the largest automobile and truck pro tion; the largest residential construction; the largest duction of locomotives; the largest volume of mail-or sales; the largest volume of retail sales; the lar volume of railroad car loadings. Mr. Barnes also m several comparisons of changes that have taken plac the United States since the pre-war year of 1913. more important of these comparisons were: " population of the United States has increased 14,000 people, with their enlarged requirements. The an national income has increased from $34,000,000,00 $50,000,000,000. The aggregate savings deposits creased from $6,000,000,000 to $14,000,000,000. The posits in national banks have increased from $6,000,0 000 to $17,000,000,000."

Bloomingdale Store Install Grand Stairc

Bloomingdale Bros., New York, are installing a g staircase which is a replica of the main staircase in famous Palace of the Podestas, Florence, Italy. staircase is being erected as a memorial to the late man G. Bloomingdale, the founder of the store. joining the staircase there are being erected two elevators. These are being built to harmonize with grand staircase.

Hearn Store Holds First Anniversary

The Hearn store has been in existence for sixty-g years, but it has never had an anniversary sale. It belief that it is high time some official recognition sl be given the flight of time, the big store on Fourt street will have its first anniversary sale starting Monday and lasting until the 22nd. This will be a chandise event out of the ordinary and will attract attention throughout the metropolitan area.

Purchasing Power of $1 Now 64c.

According to announcement of Prof. Irving F Yale University, last week's price averaged 155 pe of the pre-war level. The purchasing power of th lar, he said, was 64 6/10 pre-war cents.

Business Briefs

The L. Gould & Co., has been incorporated to d crockery, toys, etc. Capital $25,000; incorpor Louis Gould, Morris Goldstein and Morris Koslov East 13th Street, New York.

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Dresden Clocks Returning

A large wholesaler of novelty merchandise said yesr y that he had recently imported a considerable quany f boudoir or small living-room clocks made in the r len style, which was so popular some years ago. n success which he has had in disposing of them leads m o believe there is a wide market for articles of this s iption, particularly so since they may be offered to e ublic at a low price. The clocks stand about five c s high and, holding up the brass dial of the clock, e vo small Dresden china figures, hand decorated in t al colors with other trimmings of gilt on the top d ottom. The clock is said to be a good timekeeper. n holesale price is $2 each.

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AS THE EDITOR SEES IT

THE CUSTOMER IS ALWAYS RIGHT

WHILE some large stores are apparently run otherwise, it is significant that the most conspicuously successful stores have adopted for their motto: The Customer is Always Right. And in this slogan there is a real meaning, for it is not a catch phrase, but an acknowledgment that the customer is the final and supreme judge and that it is the duty of the store to satisfy every patron, no matter how great the obstacle arising through a fancied or real grievance may be. Technically and practically, customers are often at fault and no matter how carefully the policy and management of the store is conducted, errors of many kinds must inevitably occur. But whatever the difference arising, no store can afford to neglect every reasonable opportunity to adjust matters and so continue to hold the patron.

AND while this motto that the customer is always right, is regarded as the only broad policy to build up goodwill and a big customer list by progressive retailers, it is equally valuable as an asset in building up trade by wholesalers and manufacturers. It is the logical and sensible attitude to take, because it puts the purchaser's requirements on a basis that is clear-cut and well defined. As to adoption of the motto as a matter of business policy, it rapidly building up sales in all our biggest stores, as well as increasing the expansion of new stores making a bid for public recognition, we may conclude that they are served best.

BY adopting this sensible trade attitude it is not likely that either salesmen or salespeople will make the mistake of labeling customers by their faults. Many unpleasantnesses must occur in the contact of buyer and seller, but if the seller picks up the fault of the customer, instead of tactfully shoving it in the background, a real obstace to selling is found. If the seller does not understand the fundamental truth of salesmanship as expressed in the phrase—The Customer is Always Right, if he cannot perceive the business advantages of following it, then the seller is away out of line with modern salesmanship. He may succeed fairly well, by working hard, but he cannot hope to make his biggest possible sales without the right attitude.

A FAULT-FINDING attitude, even if the facts in the case apparently justify it, never pays in the selling game. If you do not believe the customer is always right, you cannot live up to the motto which the most profitable stores are doing. And you cannot give real good store service, if your attitude toward the customer is antagonistic in the least degree. And another idea which the most progressive stores and the most successful salesmen are utilizing for building bigger business is this: Do not think any customer is against your goods. Rather be confident that your merchandising proposition—goods and prices and service—will attract them to buy. Search out the good qualities of your patron, and you will sell.

WHEN a customer says: "Too expensive, I didn't want to pay so much," interpret it to mean a thrifty, economical customer, entitled to respect. The opposite impression, that the customer is a tight-wad and does not want to spend anything, will not help you to sell your goods, but the favorable impression will, absolutely. By making an attempt to please a customer, you are taking a definite and constructive step forward to the sale. If you do not take this step, your customer may back away and discouragement breaks the sale off. Every good salesman will, in one way or another, at once attempt to get together on common ground. Sometimes a cordial greeting, or a smile will bridge the gap, while a cold attitude on the part of the seller will widen it.

Giving Retail Trade a Black Eye

It Pays to Sell With a Smile—Fault Not Alawys With Store—But the Customer Must be Pleased Always

WHILE the standard dictionaries do not define it as such, courtesy might well be described as something of which there is too little in the business world, especially the retail section of it. Large sums of money are spent annually by retail merchants for the cultivation of good-will, yet a large part of this expenditure is wasted through carelessness or ignorance on the part of those who, to the public, represent the store.

One of the hardest things we have to do, said an executive of a well-known local store, is to get our people to realize that courtesy, which costs nothing in itself, is one of the finest business builders there is. Sometimes I think I shall go mad trying to preach it to them. If I had my way I would make discourtesy to a customer the blackest crime on the store calendar, and penalize the offender accordingly.

Yet, I can't help seeing the problem from the salesperson's side, as well as our own. Most of them, unfortunately, come from homes where courtesy is not practiced, and home-made habits are the hardest of all to break. If a girl, to use the vernacular, is "bawled out" by a father or mother before coming to work, the chances are that she is going to "get back at" some one before the day is out. It is only human to do so. Yet, unfortunately for us, the person on whom she unloads her spleen will very likely be a prospective customer. That not only means a lost sale, but a line of word-of-mouth advertising afterward that we can best do without.

Nor is the clerk always at fault. I have seen too much of the "hell-cat" type of customer not to sympathize down deep with the girl or man who has to face one of them. Yet, outwardly, my feeling must all be in favor of the customer. There is no use trying to lay the blame at the door of the shopping public, but the fact remains that business would be better and life a lot easier for all concerned if they brushed up a little on the Golden Rule.

The other day I had one of the most embarrassing experiences of my business life, and it grew out of an ungracious remark made by one of the employes in our book section. A young matron had come into the department with a bright but mischievous little boy of about four. While she was looking at some expensive gifts for children, the lad wandered up and down the aisle. Suddenly there was a crash and a pile of popular-priced story books was seen sprawled on the floor. The boy had apparently been attracted by the bright cover of one of them and, in trying to get it, had upset the pile.

The clerk behind the counter came rushing out and, without stopping to pick up the books, grabbed the frightened child by the hand and half dragged him to his mother, to whom she said: "Madam, will you please see that that child quits throwing books on the floor?"

The boy started to cry, and, coming up to the group just then, I saw the mother's face flush. Without saying a word she put down the book she had been looking at and started out of the department. Hoping I could repair some of the damage, at least, I attempted to placate her. She stopped, looked me squarely in the eye, and then asked: "Are you connected with this store?" I told her who I was and begged the privilege of doing something for her. She granted my wish all right, for she coolly remarked: "You might get out of my way and let me pass."

From other quarters "came similar complaints of a lack of courtesy to customers, both actual and prospective. One of them was related by a well-known advertising man. It appeared that this man was one of two customers who entered a drug store one morning recently just as it was being opened by the proprietor. The advertising man waited while the other man made known his wants. The latter asked for two nickels in change for a dime, and with the air of the most abused person in the world the druggist gave them to him.

The man thanked him and went into one of the telephone booths, the advertising man said, but he had scarcely closed the door of it when the druggist turned to me with a tirade. "Thank you," he snorted. "Thank you. You can't pay rent with 'thank you.'"

"That's the kind of thing that makes this a fine business," he went on. "You wake up in the cold gray dawn, rustle out of bed when others are turning over for another nap and open up your store so you'll be ready to make change for the first sap who comes along or to sell some other boob a two-cent stamp. Take a tip from me, young fellow. Don't let any one tell you that a druggist doesn't earn his money. He's just a goat for the public, that's all."

As it happened, I had been up late the night before discussing a plan for getting more people into one of the stores I do work for, and I was not in the mood for sympathizing with a man who got them in with no effort at all and then grumbled about it.

"Look here," I told him, "do you know that hundreds of retailers are paying big money to get what you get here for nothing?" He apparently thought I was crazy, but decided that it would be safer to listen than not. So I went on: "I mean what I just said. Hundreds of retailers spend big money annually, in one way or another to get customers into their stores, while you get them in for nothing by offering them little conveniences like a place to telephone or to buy a stamp in a hurry. Yet when they come in, you complain instead of seizing your chance to make a sale. Even if you don't succeed at the time, there is no telling how many times they will be back

f you make them feel welcome."

The druggist looked thoughtful; then, with a sheepish expression on his face, asked me what I would have. Although I had come in to get some shaving cream, I could not resist answering, "A two-cent stamp." Without a word of protest he got me the stamp. I took it, and then, to see what he would do, I thanked him and made as if to leave the store. As I neared the door he called after me, "How about some new razor blades?" I burst out laughing, and then told him of my original need. He seemed to appreciate the point. So I bought some new blades along with the shaving cream.

In many of the smaller cities and towns of the country, the lack of courtesy toward customers that is shown by both the retailers and their employes is particularly noticeable. In dealing with the transient customer, the transaction is frequently looked upon by the retailer as if he were doing the customer a favor to sell him goods. Within a hundred miles of this city recently a local business man made a purchase at a small store in a cross-roads village. It amounted to several dollars, and he tendered a $10 bill in payment. Not only did the merchant fail to thank the customer for his purchase, but he laid the change down on his side of the counter and made the customer reach across after it.

The postmaster of a similar village complained one day because half of the mail just received had consisted of catalogues from a well-known mail-order house. Yet that same man, who was also a general merchant, made one of his fellow villagers go back home after the right change when she wanted to send a money order, rather than loan $1.50 to the United States Government temporarily and save her the trip.

It happened that the money order in question was not going to a mail-order house, but his action was certainly an invitation to send future ones in that direction. His only excuse was that he made it a rule never to mix his personal funds with the "mail money," for if he did, he said, he would have to make good any shortage out of his own pocket. The woman, facing quite a long walk in the hot sun after the right change, did not seem to think it as sufficient an excuse as he did. That could be told by the way she let the screen door slam on the way out of the store.

Business Going Ahead Steadily

The outstanding change in the business situation that occurred in August was one that is practically impossible to measure by such records as sales, production or wages, says Frederick H. Curtis, chairman of the Federal Reserve Bank of Boston. "This was a definite and positive improvement in the average business man's expectations for Fall trade. Since early in the Spring the outlook had become more and more obscured, until by midsummer some business men were quite depressed. But, while improvement is evident, it is difficult to attribute it to very definite causes.

"The hopes of most men, whether tradesmen, manufacturers or bankers, are apt to fluctuate with the rise and fall of commodity prices. The sharp decline in wholesale quotations during the four months prior to August developed abruptly, and was quite extensive, reaching most industries. Furthermore, it received wide publicity. But, shortly after the first of August, a tendency toward stabilization became noticeable. Declines were less evident, and one business agency reported that more commodities increased in price than declined. At about the same time, security prices underwent some improvement, and this, too, had its effect on 'business sentiment.'

"Of possibly more importance than the change in commodity prices is the increased volume of inquiries which many manufacturers and jobbers have received. Inquiries may not always be followed by orders, but they are necessary preliminaries to orders in times such as these. In fact, in certain industries there has been an improvement in the volume of net new orders."

Domestic Exports of China and Earthenware

Domestic exports of china and porcelain ware for the month of July show an increase amounting to $1,998 in table, toilet and kitchen compared with the month of June. Miscellaneous china and porcelain ware, not including electrical porcelain, shows an increase for the same period of $6,021. Figures for July, just made public by the Department of Commerce, follow:

Countries	Table, toilet or kitchen ware Dollars	Other china and porcelain ware Dollars
Azores and Madeira Is.	—	174
Netherlands	18	—
England	225	2,359
Canada—Maritime Provinces	155	501
Quebec and Ontario	5,171	6,001
Prairie Provinces	360	480
British Columbia & Yukon	1,138	60
British Honduras	8	10
Costa Rica	33	149
Guatemala	293	—
Honduras	1,523	165
Nicaragua	1,344	—
Panama	340	130
Mexico	1,521	352
Bermuda	704	13
Jamaica	15	132
Trinidad and Tobago	10	—
Other British West Indies	67	4
Cuba	1,482	468
Dominican Republic	51	34
Haiti	48	58
Argentina	398	151
Brazil	—	60
Chile	—	44
Colombia	51	776
Peru	163	221
Venezuela	112	211
Ceylon	420	—
China	62	360
Japan	236	1,140
Philippine Islands	49	—
Australia	85	174
French Oceania	19	—
Other French Africa	21	—
Total	16,122	14,227

Domestic Exports of Earthen and Stone Ware

Countries	Table, toilet or kitchen ware Dollars	Other Earthen, stone and crockery ware Dollars
England	—	25

Canada—Maritime Provinces	—	2,738
Quebec and Ontario	1,587	48,659
Prairie Provinces	—	3,716
British Columbia & Yukon	145	1,500
British Honduras	—	1,500
Costa Rica	—	61
Guatemala	72	82
Honduras	128	365
Nicaragua	657	166
Panama	547	139
Salvador	21	21
Mexico	768	2,996
Newfoundland and Labrador	—	18
Bermuda	48	44
Jamaica	—	14
Trinidad and Tobago	—	11
Other British West Indies	—	75
Cuba	1,005	20,174
Dominican Republic	48	34
Dutch West Indies	22	26
Haiti	71	132
Virgin Islands of U. S.	—	40
Argentina	—	1,167
Colombia	198	501
Ecuador	—	71
Peru	—	432
Uruguay	65	—
Venezuela	46	31
China	323	36
Chosen	17	—
Japan	42	74
Kwangtung, leased territory	45	22
Philippine Islands	56	288
Australia	—	297
Other Portuguese Africa	15	—
Total	5,926	85,455

Domestic Glassware Exports

Domestic exports of plain table glassware show an increase for the month of July. This increase in value of outgoing ware amounted to $6,839. Exports of cut and engraved table glassware show a decline for July, the decrease amounting to $2,281. Outgoing shipments of lamp chimneys and lantern globes show a decline for July, compared to figures for May, the decline amounting to $10,883.

Countries	Table glass-ware plain	Table & other glassware cut or en-graved	Lamp chimneys & lanterns, globes	Lamps & other illumi-nating glass
	Dollars	Dollars	Dollars	Dollars
Bulgaria	19	—	—	—
Germany	—	—	—	75
Netherlands	483	—	—	—
Norway	—	—	—	130
England	47,795	1,104	259	2,176
Scotland	2,273	—	—	—
Canada—				
Maritime Prov.	1,203	806	12	225
Quebec & Ontario	11,154	2,836	2,626	4,159
Prairie Provinces	3,316	1,235	5,771	815
Brit. Col. & Yukon	4,148	326	43	606
British Honduras	32	—	60	5
Costa Rica	1,014	—	181	130
Guatemala	6,462	—	170	—
Honduras	982	—	69	53
Nicaragua	844	—	216	189
Panama	3,021	—	672	101
Salvador	928	—	—	12
Mexico	25,287	1,308	4,973	1,490
Newfoundland & Labr.	225	—	188	—
Bermuda	138	154	78	8
Barbados	8	—	—	121
Jamaica	186	48	877	381
Trinidad and Tobago	7	—	41	57
Other Brit. W. Ind.	511	14	455	198
Cuba	42,977	830	1,163	2,599
Dominican Republic	3,053	—	341	95
Dutch West Indies	57	—	46	26
French West Indies	—	—	33	—
Haiti	479	—	107	51
Virgin Islands of U. S.	84	14	92	7
Argentina	3,901	908	664	—
Bolivia	83	—	—	—
Brazil	92	—	49	—
Chile	7	18	—	30
Colombia	3,590	—	464	459
Ecuador	—	—	34	—
British Guiana	24	—	25	82
Dutch Guiana	11	—	—	53
Peru	2,657	63	509	455
Uruguay	577	—	140	—
Venezuela	367	47	47	6
British India	497	—	2,775	1,209
Straits Settlements	—	—	40	—
China	1,769	1,646	64	2,761
Chosen	—	—	70	—
Java and Madura	—	—	—	1.
Hongkong	45	—	—	—
Japan	225	203	—	—
Philippine Islands	1,223	590	340	—
Siam	—	—	10	—
Other Asia	32	—	—	—
Australia	24,895	5,056	4,639	3,96
British Oceania	126	—	119	28
French Oceania	67	—	159	17
New Zealand	6,343	125	2,263	9
Other Oceania	—	—	—	13
British West Africa	61	—	608	57
British South Africa	2,212	309	275	73
British East Africa	—	—	315	-
Egypt	—	—	49	-
Other French Africa	—	—	10	1
Morocco	—	—	—	28
Portuguese East Africa	131	—	24	-
Total	205,621	17,640	32,165	25,04

Mail-Order Chain Store Trade

Following will be found a summary of sales of mail-order houses and chain stores for July and August this year, with comparisons:

Mail-order	*Aug.*, 1923	*Aug.*, 1922	*July*, 19
Sears-Roebuck	$13,909,300	$12,156,190	$14,960
Mont. Ward	8,425,433	5,552,960	7,491
Total	$22,334,733	$17,709,150	$22,382
Chain stores			
F. W. Woolworth	$14,964,173	$12,958,302	$14,001
S. S. Kresge	6,338,151	5,122,080	5,74
S. H. Kress	2,527,203	2,224,771	2,55
J. C. Penney	4,289,082	3,424,220	3,887
Total	$28,118,609	$23,382,937	$26,18

Mail-order	1923	*Eight months* 1922	*Cha* p.
Sears-Roebuck	$135,647,496	$106,904,376	i 2
Mont. Ward	80,354,361	52,463,540	i 1
Total	$216,001,857	$159,367,916	5
Chain stores			
F. W. Woolworth	$110,667,881	$95,731,906	i 6
S. S. Kresge	47,693,748	36,921,166	i 1
S. H. Kress	19,858,002	17,489,564	i 5
J. C. Penney	32,915,586	26,337,193	i 5
Total	$211,135,167	$176,479,829	6

The combined sales of mail-order houses and chain stores in August were 4.1 per cent larger than in July and 21.5 per cent greater than in August a year ago

Purchasing Power of $1 Now 64c.

Prof. Irving Fisher, of Yale University, has announced that last week's prices averaged 156 per cent of the pre-war level. The purchasing power of the dollar, he said, was 64 3/10 pre-war cents.

Stoke-on-Trent Exports

The total declared exports of all articles from the Consular District of Stoke-on-Trent to the United States of America, during the month of August amounted to £89,981, of which amount £82,745 covered shipments of earthenware and china.

The total declared exports of all articles to the United States of America, from Stoke-on-Trent for the eight months of this year amounted to £863,755 compared with £720,494, £639,569, £678,441, £371,794, £302,224, £307,168 and £229,114 for the same period of 1922, 1921, 1920, 1919, 1918, 1917, and 1916, respectively.

Ninth Chemical Show Exclusively American

The ninth National Exposition of the Chemical Industries opened at the Grand Central Palace, New York City, on September 17. Unlike previous shows the exhibits this year are entirely American, only the products of the United States and Canada being eligible for display. The exhibits are very comprehensive and include everything from ceramics and lacquers for lamps to fast colored dyes for dresses and fabrics to the heavy machinery used in crushing ores before smelting. On Friday, September 21, the subject on the educational program will be Materials of Construction; When, Where and Why? This discussion will be led by W. S. Calcott with Ross C. Purdy, secretary of the American Ceramic Society. Among the prominent exhibitors of interest to the ceramic trade are: Egyptian Lacquer Mfg. Co., Elyria Enameled Products Co., General Ceramics Co., General Bakelite Co., Hanovia Chemical & Mfg. Co., Westinghouse Elec & Mfg. Co. and the Williams Patent Crusher & Pul. Co.

Simplification in Industry

Definite progress in the movement to eliminate waste in industry is being made in a number of important lines, according to a bulletin just issued by the Fabricated Production Department of the Chamber of Commerce of the United States. The bulletin states that "industry is no longer thinking of simplification and standardizations as activities which may stifle initiative or interfere with service to the trade. No confusion can result if it is kept clearly in mind that the objective is the elimination of waste which is to-day obstructing industrial progress. In the pottery division simplification of hotel ware has been affected. At the request of the American Hotel Association, a joint meeting of hotel operators and pottery manufacturers was held on May 28th, 1923. These two groups determined upon a set of chinaware sizes as standard for hotel use, the resulting reduction in varieties being approximately 700 to 165. This action covers only the size and shape of table ware. Decorations and colors are left to the selection of each purchaser.

New Department Store for China

A new Chinese department store is now being organized in Shanghai, according to a report to the Department of Commerce from Assistant Trade Commissioner Smith, Shanghai. The enterprise is capitalized at $3,000,000 silver, all of which is reported to have been fully subscribed. A modern building will be erected near the location of the other two Chinese department stores at an estimated cost of 300,000 taels.

A Novel Lighting Device

One of the local importing houses has just brought into this country a novel device for lighting cigarettes, cigars or pipes. It is made of bronze, and may be kept on a table or desk. When picked up it produces enough glow from an enclosed heating element to light a pipe, cigar or cigarette, but the heat is instantly cut off when the device is replaced on the desk or table. The heating element is contains is sufficient to burn continuously for 100 hours, which means that the device will give several years' service. The lighter comes in three styles, two in the form of urns and the third in a Grecian pillar effect, and wholesales at $3.50.

Yes, We Have Some Money

The per capita circulation of money in the country increased by 69c. during August as compared with the previous month and by $2.92 as compared with August a year ago, it was reported today by the Treasury.

On September 1 there was a total of $4,777,906,811 in circulation in the country, giving a per capita circulation of $42.85, as compared with a total of $4,695,769,125, with a per capita of $42.16, on August 1 and with a total of $4,393,506,927, with a per capita of $39.93, on September 1, 1922.

The total stock of money in the United States on September 1 was $8,707,407,229, as compared with $8,647,824,946 on August 1 and with $8,303,549,241 on September 1, 1922.

American Kitchen Ware Popular in Spain

According to Consul L. G. Dawson, Santander, Spain. American enameled kitchen ware commands better sales in Spain now than formerly, and future prospects for increased business are encouraging. German kitchen ware, which formerly dominated the market, has decreased in popularity, not only on account of its poor quality, but also because Germany can no longer undersell. While enameled ware is manufactured in Spain to a small extent, the domestic supply is insufficient for its needs and the enameling, not being properly done, chips very easily. The Spanish people, particularly in Northern Spain where the purchasing power is high, are now coming to the conclusion that a better quality of enameled kitchen ware, even though costing more, is in the end a better bargain than the cheaper grade.

Business Briefs

The Elsie Horton Studios has opened an exclusive gift shop on the third floor of the Fawkes building, 1645 Hennepin Avenue, Minneapolis, Minn.

CAUGHT IN THE NEWS NET

THE trade will learn with interest of the engagement of C. Harold Clark, formerly buyer for Landsburgh & Bro., Washington, as buyer for the china, glass, housefurnishing and toy departments of the J. R. Libby Co., Portland, Me. Aside from buying for the above lines, he will also merchandise several other departments. He took up his duties with the concern this week.

W. A. B. Dazell, head of the Fostoria Glass Co., is a visitor in New York this week, consulting with the concern's local manager, Chas. L. Weddle.

Homer J. Taylor, president of the Knowles, Taylor & Knowles Co., East Liverpool, O., is expected in New York, the latter part of the week for a conference with the concern's local representative, E. W. Hammond, before he sails with Mrs. Knowles aboard the Majectic, on Saturday, for a European trip.

J. H. Rogers, of the sales staff of Geo. F. Bassett & Co., returned Tuesday from a six weeks' trip through southern territory in the interests of his firm. Incidentally, Mr. Rogers tells us that he found business in the states visited good, particularly in northern Alabama, the Carolinas, and Virginia.

Willard George, president of the Cannonsburg Pottery Co., Cannonsburg, Pa., spent Friday and Saturday of last week in New York, conferring with the factory's representative, H. Benedikt.

W. D. Storm, of the Athens Glass Co., Morgantown, W. Va., made a brief call at the offices of Frederick Skelton, the factory's New York agent, on Monday of this week.

Colonel Ellisson, Pacific Coast representative of Geo. F. Bassett & Co., with headquarters at Los Angeles, and Fred. O. Shattuck, New England representative, are expected to reach this city on Monday next, to attend a conference at the Basset office relative to the selection of new patterns.

September Golf Tournament

Thursday the 27th, has been selected for the September Golf Tournament of the Pottery, Glass & Brass Salesmens' Association, and the Upper Montclair Course, Montclair, N. J., as the place. Edmondson Warrin will be the host.

Train leaves *Hoboken* at 8:30 A. M., daylight-saving time. Automobiles will meet this train at *Montclair*.

Trains leave Jersey City, Erie R. R., Greenwood Lake Division, at 9:15, 10:29 and 11:30 A. M., daylight-saving time, and 12:52 P. M. Take taxi from Upper Montclair Station.

Those intending to be present should inform the secretary, L. S. Owen, 126 Fifth Avenue, at once.

Edward J. Burdett Engaged As Assistant Buyer For Gimbel Bros.

Edward J. Burdett, formerly well known in the trade for years as buyer for R. H. Macy & Co., has been engaged as assistant to Lee Schoenthal, manager of the china and glassware department of Gimbel Bros., succeeding Clifton Allen, who recently resigned to accept the buyership at the Strawbridge & Clothier store, Philadelphia. Mr. Burdett assumed his duties this week.

N. Y. University Offers Evening Courses in Merchandising

The New York University has announced through its School of Retailing division, 32 Waverly Place, New York City, several practical courses for evening students. These courses comprise the Mechanics of Merchandising, Retail Merchandising, Psychology of Salesmanship, Retailing Policies, Window Display, Retail Accounting Systems, and a course in Interior Decoration.

Crockery Board Of Trade Subscriptions For Japanese Relief Fund

The following is a list of subscriptions received to date by the Crockery Board of Trade for the Japanese Relief Fund, in response to a letter of appeal sent out by Secretary of the Board, L. S. Owen.

Wm. S. Pitcairn Corp.	$300.0
Maddock & Miller, Inc.	250.0
Selchow & Richter Co.	250.0
Hugh C. Edimston	100.0
Theo. Haviland & Co.	100.0
F. Bing & Co., Successors	100.0
Meakin & Ridgway, Inc.	100.0
L. T. Bloch & Co.	100.0
Strobel & Wilken Co.	100.0
Herman C. Kupper, Inc.	100.0
C. G. Pfeiffer, of Geo. Borgefeld Co.	100.0
Crockery Bd. of Trade	53.5
Crockery & Glass Journal	50.0
Haviland & Co.	50.
L. Straus & Sons	50.
Edward Boote	50.
Josiah Wedgwood & Son, Inc.	50.
John Davison, Inc.	50.
O'Gorman Publishing Co.	50.
Edw. B. Dickinson	25.
Iazarus & Rosenfeld	25.
A. J. Fondeville Co.	25.
Vogt & Dose	10.
J. H. Venon, Inc.	10.
F. Torlotting	10.
H. C. Gray Co.	10.
Henry Witte	5.

Thos. G. Jones	15.00
Office of Louis Levien	1.00
A. H. Hays	5.00
Lighting Studios Co.	10.00
Alfred G. Moment	10.00
Percy N. Leyland, Inc.	20.00
Rowland & Marsellus Co.	50.00
Koscherak Bros.	25.00
	$2,359.00

OBITUARY

William Lane Harris

William L. Harris, president and founder of the New England Furniture & Carpet Co., Minneapolis, Minn., and one of the Northwest's best known merchants, fell dead of apoplexy on Sixth Street, September 12, while on his way to lunch.

As the founder of the New England company, Mr. Harris won a nation-wide reputation for establishing and maintaining for 36 years, a retail business which at all times solicited credit patronage. When he first opened his store in the old Casino Building, near Fifth Street and Marquette Avenue, in 1887, Mr. Harris adopted the slogan "Your Credit Is Good at the New England," and had used it ever since.

At that time open invitations by merchants to grant credit were not common, but to his friends Mr. Harris would re-affirm his confidence in the honesty of the average person. By adhering to that policy, Mr. Harris lived to see the New England company as one of the largest furniture houses specializing in credit patronage in the Middle West.

In civic affairs Mr. Harris took a very active interest. Many public spirited undertakings had their inception through his personal activity and he always stood ready to help put through a project that meant the betterment of the city.

Mr. Harris was known to be one of the heaviest carriers of life insurance in the United States. It is said that the sum total of policies which he carried on his life was about $1,000,000.

On April 15, 1881, Mr. Harris was married to Miss Elizabeth E. Daniels of Boston. At present Mrs. Harris is in Eitel Hospital recovering from an operation for sinusitis. He also is survived, besides his wife and son, Charles, by a daughter, Mrs. Ethel Harris Gauntlett of London, England.

Mr. Harris was a member of the Minneapolis charter commission and was a former president of the Minneapolis Retailers' Association. He had served as chairman of the tax committee of the Minneapolis Business Men's Association and was chairman of the executive committee of the Minnesota Retail Furniture Dealers' Association. Mr. Harris was a member of the citizens' staff of John A. Rawlins post, G, A. R. In politics he was a Republican. Mr. Harris was 69 years old.

William J. Noble

The trade will be shocked to learn of the death, on Wednesday morning, September 19th, at his home in New York, of William J. Noble, news of which just reached us, as we were going to press. Mr. Noble, who was about fifty-eight years of age, was well known in the trade as traveler for John Davison, Inc., with whom he had been connected for the past twenty years. He made the middle western territory, where he enjoyed the greatest popularity and confidence of the trade. Mr. Noble suffered a general break down a year ago last May, and had since been in poor health. At times, it appeared however, as though he was on the road to recovery. He was confined to his bed on and off through his illness, but had been able to be up and around for some time, until about a week ago, when he had a relapse. Even then his condition was not considered more serious than it had been on previous occasions, and when news of his sudden passing reached the office of the Davison concern Wednesday morning, it came as a distinct shock to Mr. Davison and Mr. Noble's former associates in the concern. Mr. Noble was a widower, his wife having died about five years ago, and he leaves no other immediate relatives. No funeral arrangements had yet been made as we went to press.

Buyers in New York

W. W. Dodge, silverware, glass, house furnishings, J. G. Myers Co., Albany, N. Y., 220 Fifth Ave. (F. Atkins).

A. A. Hall, china, glassware, art goods, Hutzler Bros. Co., Baltimore, Md., 352 Fourth Ave. (Kirby, Block & Fisher).

P. Rinkin, glassware, crockery, Boston Store, Chicago, Ill., 44 East 23rd St.

L. M. Sullivan, crockery, glassware, Broadway Dept. Store, Los Angeles, Calif., 77 Madison Ave.

C. W. Schwartz, toys, Boggs & Buhl, Pittsburgh, Pa., 1270 Broadway, Imperial. W. W. Dodge, house furnishings, W. Whiting & Co., Albany, N. Y., 1164 Broadway.

F. E. Deuber, housefurnishing goods, Montgomery Ward & Co., Chicago, Ill., 309 Sixth Ave.

A. D. Hutzler, china, glassware, Hutzler Bros., Baltimore, Md. (Kirby, Block & Fisher, Inc.), 352 Fourth Ave.

L. C. Wilson, housefurnishings, Goodall, Brown D. G. Co., Birmingham, Ala., Pennsylvania.

P. E. Sharpe, glassware, J. N. Adam & Co., Buffalo, N. Y., 16 West 39th St.

H. A. Stone, china, glassware, pottery, lamps, gift novelties, Tilden-Thurber Corp., Providence, R. I., Prince George.

W. F. Halliwell, china, glassware, C. T. Sherer Co., Worcester, Mass., 32 West 35th St. (Jay & Co.).

Miss Spede, gifts and lamps, F. & R. Lazarus Co., Columbus, Ohio, 225 Fifth Ave.

Miss Martha, china, lamps, toys and dolls, Schafer Stores Co., St. Louis, Mo., 115 West 30th St.

J. MacFarquhar, toys, S. Kann Sons Co., Washington, D. C., 432 Fourth Ave.

C. J. Robinson, china and Glass, Jordan Marsh Co., Boston, Mass., 225 Fifth Ave.

W. W. Taylor, housefurnishings, D. M. Read Co., Bridgeport, Conn., 315 Fourth Ave.

W. A. Reordan, housefurnishings, Crowley Milner Co., Detroit, Mich., 38 West 32nd St.

Market for China and Crockery in Morocco

The market in French Morocco for china and crockery is very important, states Consul Robert R. Bradford, stationed at Casablanca, as this class of goods is bought

(*Continued on page 24*)



WHAT THE POTTERIES ARE DOING



JUDGING from the way mail orders are being received, and the volume of inquiries every mail brings to generalware pottery manufacturers, many salesmen are of the opinion that unless distributors, both department stores and jobbers, use haste in placing their specifications for Fall and holiday requirements, they are doomed to disappointment.

Every generalware pottery in the United States is working full time, and production is being urged in every instance. However, this output is being shipped as rapidly as it is worked through the glost warehouse and decorating shops, and as a matter of fact there is little ware available at any time for warehouse stocks.

Buyers who have been in the market of late have become acquainted with these conditions, and they have acted accordingly. For some weeks the manufacturers have been urging their trade to cover on future wants, not that business is needed at the plants, but as a measure of protection on the part of the distributors.

There is a limit to the possible output of all generalware potteries and when this is absorbed, there is little opportunity for the late buyer to have merchandise shipped that is late on order.

A general meeting of the eastern china standing committee was held Monday last in the Tracy-Trent Hotel, Trenton, when a number of questions in dispute between firms and employes relative to the making prices and sizes were discussed and adjustments made. Secretary Charles F. Goodwin, of the United States Potters Association, with headquarters in East Liverpool, and F. G. Mellor, of the Shenango China Co., New Castle, Pa., were the only Western representatives at this session. The meeting will probably be the last of this committee during the current fiscal year. An earlier session was held in East Liverpool.

Rooms of the Potters' Association in the Thompson Block, East Liverpool, are being furnished this week, the contract having been award the Joseph Horne Co., Pittsburgh, Pa.

Within the next few days, it is believed, the Executive Committee of the Association, of which T. A. McNicol of the T. A. McNicol Pottery Co., is chairman, will issue a call for a special meeting of the Association to be held here, probably early in October. The visiting members will be entertained at the East Liverpool Country Club at dinner, although the initial meeting will be held in the new rooms.

Charles Patterson, buyer of dinnerware for the Ca son, Pirie & Scott, Chicago, was in the district late la week.

E. M. Meader, of Chicago, representing the Smit Phillips China Co., in that territory, spent a few da at the factory last week going over the new line th will be offered by this firm for 1924 delivery.

"We're going to capacity, and advance orders a heavy for every item we make," declared James Deens, sales manager of the D. E. McNicol Potte Co., referring to their yellowware plant, which is t only one in East Liverpool. Many years ago the were a number of plants manufacturing this grade ware in this district.

George W. Bratt, western salesman for the Edw M. Knowles China Co., spent last week in the Chica district. While there he attended an outing given Chicago interests to pottery and glass salesmen.

Whether or not the annual meeting of the Unitl States Potters' Association will be held in New Yc or Washington, will be determined probably at t October meeting of the Association here, when an e pression of views will be obtainable.

It may follow, however, that the executive comm tee will suggest that the annual session be defer until early next Spring, as it is recalled that no ann gathering was held in 1922 on account of the set ment of the generalware pottery strike, and that e session was held in New York in April last.

The plant of the Mt. Gilead Pottery Co., Mt. Gile O., which has been idle for quite a time may be pla in operation soon under the management of George Cooper, of Detroit, Mich. The shop specialized o a line of stoneware specialties when it was under e management of J. F. Shaffer, of Mt. Gilead.

Interest in the construction of the new plant of e Homer Laughlin China Co. continues, but from thee interests—buyers, manufacturers and pottery work's. The buyers are interested in a greater productio of merchandise, while manufacturers are deeply cn cerned in the tunnel kiln proposition, and the op tion of the more modern equipment and labor saving a chinery that is being installed in this new plant. The ot tery workers are anxious to take employment in a ew shop. Thousands of applications have been filed vth

(*Continued on page* 30)



GLASS FACTORY ACTIVITIES



ALL orders are in rather liberal receipt, so far as flint glass factories are concerned, and this situation is reflected in the entire general line. It is oted, however, that the bulk of new business coming hand is for holiday merchandise, and this has caused increased demand for decorated glassware and the own and etched wares. The latter are being ordered very liberal quantities, but business on the decorated ecialty offerings is anything but slow.

Department store buyers, also specialty shop dealers, e wanting rather liberal quantities of the decorated spealties, and October shipping is requested in the majorty of instances. The volume wanted by some distributrs indicates that they are anticipating a heavy fall and oliday trade, and the latter is bound to be recorded ould manufacturing conditions continue to hold up at present.

Manufacturers who make a feature of export lines say at foreign demand for American glassware so far is season is quite in advance of previous records.

In order to decrease fire hazard, the Indiana Glass o., Dunkirk, Ind., has enclosed its lehrs in a metal om.

From time to time applications for space during the rthcoming pottery and glass exposition are received the management of the Ft. Pitt and William Penn otels, Pittsburgh. Where manufacturers apply for hibit space, these communications are being turned er to J. C. Hammer, secretary of the Association of anufacturers of Glass and Pottery, with offices in the eeren Building, and the letters from the factory repsentatives and jobbers are being cared for by the anagement of the William Penn Hotel. Next Januy only manufacturers will have exhibits in the Ft. tt, and from present indications every room will be cupied that is available—a rule that has continued r many years, or since the "boys" left the old onongahela House and the Seventh Avenue Hotel.

The Indianapolis Glass Co., Indianapolis, Ind., has augurated a new scheme for delivery of orders, and order that prompt shipments will result, a fleet of cks has been pressed into service. These trucks go all parts of the state making deliveries, so that no re does the company depend upon rail transportaon. The company is the first in the United States to gin such a transportation service.

The only glass concern in the far northwest—the Anacortes Glass Co., Anacortes, Wash., has been reorganized, and the following have been elected members of the board of directors: G. D. Shannon and A. Thomson, of Tacoma, W. T. Odlin, Archie Allan and Edward Pearson, of Anacortes.

The colored glass plates, a specialty offered by the Co-Operative Flint Glass Co., Beaver Falls, Pa., this year has proved to be one of the most active offerings of this concern. These plates are to be had in both assorted sizes and colors.

It is possible that the plant and business of the Henryetta Flint Glass Co., Henryetta, Okla., will be turned over to new interests, according to reports received here. Other interests have recently visited the property with a view of investing additional capital.

The United States Glass Co. is offering some very attractive new designs on its blown stem ware. During the last few months several new cut and etched patterns have been added to the line, and these are now being displayed for the benefit of the trade in all resident sample rooms.

Quality of American Exports

The question of quality demands most careful attention from American exporters at this time, says Commerce Reports. The majority of Americans realize this and the goods they send to foreign customers are in nearly all instances above reproach, but occasionally, probably through carelessness or through lack of experience, American goods not up to standard do reach foreign ports.

The world is now witnessing a struggle in foreign trade the like of which has never been seen before Every point counts in this struggle and is taken advantage of by the competitor of the American merchant.

Inattention to so vital a point as quality must obviously be fatal. Yet reports from foreign representatives of American houses occasionally emphazie the fact that a few American firms are still prone to consider foreign markets as a place in which to get rid of goods that they can not offer to their customers at home. It is most important in these days that all American goods sent abroad should be up to the highest standard. They should surpass, if possible, the quality of goods sold at home. One poor shipment of American goods arriving in a foreign market brings injurious consequences far out of proportion to the importance of the individual shipment itself. It reacts not only on the firm manu-

facturing and selling such goods, but upon all American goods of that kind.

A shipment of explosives recently arrived in a South American port and was found to have been manufactured in 1920. The customs officials immediately noticed the date of manufacture, and importers of European nationality had excellent grounds for saying that a shipment of European explosives which happened to be in the custom house at the same time were far superior to the American goods, being fresh and first class in every way. It is natural for this incident to give rise to the charge that all American explosives are old and worthless, while the European product is always of the highest quality. Such a statement, although false, has a deplorable effect.

In another foreign country the agents of two well-known brands of American tires complained that "seconds" had been shipped to them on several occasions, practically nullifying the "missionary work" that they had carried on in behalf of the manufacturers. These examples can, unfortunately, be extended to other lines of trade.

Foreign buyers are scrutinizing more closely than ever the quality of the goods they buy. Inattention to even the small details of export trade is more prejudicial to American trade than ever before. It behooves every American exporter to take no chances if he is looking to permanent foreign trade rather than to the reaping of a single immediate profit on goods that he could not sell at home.

Market For China in Morocco

(*Continued from page 21*)

by all of the three elements which make up the populatio of the protectorate—European, Jewish, and Moorish.

Before the war the countries supplying china an crockery to Morocco were as follows: France and Ger many, china; England, first-class crockery; German and Austria, second-class crockery. The trade wa brisk and Fez merchants had representatives in Eng land, while French goods came from Marseille, an German products from Leipzig and Hamburg.

During the war Spain secured a footing in th Moroccan market, owing to the difficulty of sea trans portation, but failed to hold its own when the seas wer again open to commerce. At present comparatively fe shipments of china and crockery are being received, bu what is imported is coming mostly from France, wit England in second place. Czechoslovakia is beginning t send trial consignments.

More Domestic Kilns Using Gas

The consumption of natural gas for kiln firing in th district this season far exceeds the record of a year ag Between 30 and 50 kilns are being fired off daily, wit this record showing a slight increase over Sunday's. Th gas bills paid by some pottery concerns are "simpl enormous," as some would be inclined to express it.

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BOSTON NEWS NOTES

By

R. B. Hemenway, Representative

BOSTON OFFICE
98
MAY STREET
NEEDHAM
MASSACHUSETTS

IT is interesting to observe the fluctuation in the buying market in respect to the movement of various lines. One week a dealer in a certain kind of merchandise will be hustling about in an effort to keep up with his orders and the next week he might just as well take a vacation. In one case during the past week, a crockery and glass agent, when asked as to what was going on, replied, "Nothing but the rent." Within a stone's throw, another manufacturer's representative with a different line, answered the same query in a totally different manner. "Business is fine—great!" he exclaimed, "I'm getting the writer's cramp writing dollar signs on my order book." And next week the situation will probably be just the reverse. Buyers seem to travel in droves, classified according to the particular type of crockery and glass goods for which they are for the time being in the market. There seems to be no apparent reason for such a condition but it is nevertheless a fact. Perhaps an expert in psychology could figure it out.

Walter Hallowell, buyer for C. T. Sherer Co., Worcester, dropped into town for a brief visit during the week.

A new house furnishings store has been opened in Bridgeport, Conn., under the name of the Plant Co. The firm is capitalized for $100,000.

P. M. Phillips, local manager of the S. A. Weller Co., pottery manufacturers, left last week on a sales trip which will take him to Baltimore, Washington, and Philadelphia. On his way back he will make several stops in New York State. He expects to be gone for about three weeks.

John Mahoney of Symonds & Adams Co., Haverhill, was in town during the week calling on the trade.

Jordan Marsh Co., Boston's largest department store, announces the opening of its annex with a new display of all home furnishings. New ideas in articles gathered "from every corner of the world" are shown. The suite of rooms which the company has established as a fixture, has been completely renovated and redecorated and contains many novel suggestions in dinner sets, glassware, fancy china and lamps.

William Joseph Lyons, manager of the P. H. Vose Co., Bangor, Me., which is a subsidiary of the Mitchell Woodbury Co., Boston, was married on Tuesday, September 18, to Miss Anna Frances O'Dowd of Bedford, Mass. The wedding took place at St. Michael's Church in that town. Rev. Frank E. Rogers of St. Charles' Church, Woburn, an uncle of Mr. Lyons, performed the ceremony.

Two others who were calling upon the local trade was Charles Dean of the John M. Dean Co., of Fall River, Mass., and Mr. Carroll of Burrows & Sanborn Co. of Lynn.

H. Wildey Chaput, buyer of crockery and glassware, for the Harris & Mowrey Co., Woonsocket, R. I., was in town. Mr. Chaput is the dean of New England crockery buyers, and has been traveling this territory for about thirty years.

The impression among some local dealers seems to be gathering ground that the greatest stumbling block which they will have to combat this season is that of high prices. While the usual amount of fall business is coming in there is a tendency to conservatism among buyers on this account.

Arthur St. Louis, buyer for the James Edgar Co., Brockton, Mass., was in town calling on the trade during the week.

Thomas Kidd, head of the kitchenware department of the R. A. McWhirr Co., Fall River, Mass., was another buyer who hopped into the Hub to replenish his stock.

Many persons who have business in the New Studio Building, on Tremont Street, Boston, stop daily to examine and purchase articles made under the supervision of the State Division of the Blind. The Division has an office on the fifth floor of the building and a salesroom on the floor below. Here are exhibited a variety of articles from dainty lace to tables and chairs, all made by persons who cannot see. Included in the list is a collection of china and crockery variously decorated. Some of the designs are truly remarkable, especially when it is taken into consideration that they are all traced and painted by persons who cannot see what they are doing. Mr. Bramhall, director of the division, says that the crockery stock is one of the best moving in the entire collection.

M. N. Smith, president of the Smith Patterson Co., attended the New Hampshire State Convention of Jewelers, held last week at Bretton Woods in that State. Mr. Smith was accompanied by Nelson Smith, H. A. Martin and Mr. McMullen of his organization.

C. D. Smith, secretary of the Smith Patterson Co., left on Tuesday for Nova Scotia, on a two weeks' vacation. Mr. Smith is expected to return to his desk in two weeks. He will spend the time in touring the province by automobile.

Arthur Bourne of the George C. Peck Co., Pawtucket, R. I., was a visiting buyer during the past week.

"Specials" in Lamps and Shades

Innovations of Outstanding Merit for Buyers of Lamps, Shades and their Accessories

By Beatrice Miller Wisner

THE beauty of interior decorations is materially enhanced by the addition of unique and artistic lamps. Home surroundings which characterize individuality through the selection of congruous lighting features, require a most painstaking study of furnishings and decorations.

The lamp of today affords every possibility for artistic development in carrying out any color scheme in Oriental or other design to beautify the home, hotel, restaurant or large institution, for appropriate lamps and shades are indispensable in establishing a harmonious lighting effect.

The Department or Shop which features a well-chosen assortment of lamps and shades, if not already, will eventually reap the reward and satisfaction of a worth-while clientele.

Graceful Japanese Lamps & Shades

At this time with sympathy rife in the hearts of Americans for Japan's suffering, there is an awakening spirit of loosening purse strings for the relief of the devastated regions. In consequence products from the field of ruined Japan will have a more interesting aspect for the consumer. This coming holiday season and throughout the year, the demand for Japanese wares will undoubtedly be unprecedented. The lamp pictured herewith, from Morimura Bros., 53-57 West 23rd Street, is one of the firm's specially attractive importations. The exquisite Shimasa Cloisonne Bronze base, with artistic shade of heavy brocaded silk, speaking truly in colors well adapted to the beauty of the base, decides this lamp a most excellent gift. These lamps have a stimulating influence upon distinctive interior furnishings and can be had in either Junior or Bridge styles. Few articles are more appealing during the Christmas season than lamps and shades, there is a lamp for every whim and fancy, as the colors are varied and adaptable to every room fitting. Because of the vogue of Japanese goods, Gift Shops and Specialty Shops will carry a large assortment of Japanese Lamps and Shades this year, which through the popular feeling for unearthed Japan will give Lamp importations from that country a tremendous following in the United States. The elegance of Morimura Bros. lamps and shades have brought them well deserved notoriety through harmonious colors, style of bases and unexcelled workmanship. A visit to the firm's spacious showrooms will prove the variety and importance of the stock of lamps and shades now on inspection. Prices are consistent.



Graceful Japanese Lamp and Shade

Novel Fan-Pleated Shades

How well an artistic shade emphasizes the appearance of any lamp is demonstrated in the exceptionally unique decorative shades offered by the M. Elizabeth Henson Studio, 410 So. Michigan Avenue, Chicago. The fan-pleated shade illustrated comes in plain glazed-linen and figured chintz in numerous colors; red, green, blue and mauve, with floral designs and bindings to harmonize with the material used. The plain colors are very effective with bronze bases and the chintz suits the pottery bases extremely well. The novel fan-pleating employed with all-over floral designs make a strong appeal to Lamp Departments and to Gift Shops seeking unusual attractive shades. Specialty Shops find them a profitable and enticing addition to their lines. These shades produce a soft glow which is a most pleasing lighting effect and their durability and light weight commend them to users seeking a sturdy and easily adjusted shade for all occasions. The dainty and varied colors which blend effectually with any tone featured in bed-room, den or salon, have popularized these delightful shades for serviceable usage. A more detailed description of the line with prices will be furnished by the above Studio upon application.



Novel Fan-Pleated Shades

Fine Lacquers and Finishes

Lamps have so important a mission in the scheme o things and their finish and construction plays so largel around home furnishings of the average peoples of th world, that the most exacting, finish, coloring and decora tion must be employed in order to gratify the diversit of taste of the public who buy them during all season of the year. The Egyptian Lacquer Mfg. Co., 4 Eas

(*Continued on page* 30)

What's New in the Market?

Here are a Few Answers to This Question to Post Buyers on New Offerings

Maddock & Miller Featuring New Dinnerware Patterns in English Wares

From the famous potteries of Maddock & Sons and Allerton, a large number of new dinnerware decorations have recently been placed on view at the ground-floor salesroom of Maddock & Miller, Inc., 39-41 West 23rd Street. Among the newcomers are three new shapes—the Princess, Gondola and Montclair with ornamental, gold-striped knobs. Particularly colorful is a dinnerware treatment consisting of insert panels containing fruit in soft shades of orange and purple with green foliage, alternating with ornamental panels in yellow and black. Quite different from the average in all-over patterns is a floral spray in pink and blue, including birds with inside shoulder border 5/8-inch in width of white flowers on a coral pink ground. With a center decoration of a basket of flowers in purple, pink and green, this pattern is a most attractive one. In contrast with this, there is a rich treatment consisting of a powdered blue band of 3/4-inch width, framed in a black diamond patterned gold border, with two fancy medallions of twin roses, and a center decoration of a ring of red and pink roses. Making artistic use of strong colors, is a bold running floral border of yellow flowers with black leaves, and another in the same outline or stencil effect, employing red flower forms with vivid green leaves. In addition to the above patterns there is a border decoration, consisting of a 5/8-inch width royal blue, ground with an artistic scroll border in shaded brown, alternating with baskets of flowers containing small pink roses. All comprise a notable showing in the local market.

Some New and Attractive Numbers in the U. S. Glass Fancy Lines

Following out a well defined policy of making their glassware lines a notably extensive one, Ed. Craig, New York representative of the United States Glass Co., 1107 Broadway, is displaying some new and very appealing numbers in fancy lines. Among the novelties noted is the Mont Blanc. This happily combines color with artistic cutting. On a deep orange glass of fine quality, an artistic and finely executed daisy design makes a very charming combination. Among the items are graceful flaring bowls, candlesticks, comports, cheese and cracker sets, vases, etc. Another new number is the Lalique. This strikes a new note, combining the charm of an embossed rose design with a lovely shade of mauve and glowing orange. In addition to the toilette items, bon-bons, nappies and cupped bowls are also shown in the two colors. In the popular eight inch salad plates, a nice range of colors are shown in canary, amethyst, amber, royal blue and green.

Bassett & Co., Display Appealing Fancy Lines

Of wide appeal in shapes and colors are the several fancy lines of Burgess & Leigh and other English wares, displayed by Geo. F. Bassett & Co., Inc., 73 Barclay Street. Among the new things shown is a line of octagonal bulb bowls in two sizes. The color range includes tomato, ruby red, blue, and yellow, with hand enamelled decorations. The shape is novel and is greatly enhanced by the graceful flanged rim. In floating bowls, several decorations are conspicuously beautiful, including solid colors in black, red, canary, blue and green and combined with various colored linings. For example, one number in black and red, is decorated with large yellow and blue butterflies, while another striking number in antique green and yellow, makes use of the scarab as the decorative motif. Particularly appealing is the large Regent floating bowl in a nice range of colors, one number being of jet outside and lined with tomato red, with a large bird and flower sprays in enameled colors. In rose bowls with flanged tops, with ornamental openings for the stems of the flowers, an assortment of six colors are shown, including black, tomato, orchid, green, rose and orange. The display of large bowls and the smaller sizes for salads is also very complete, and includes an uncommonly charming showing in mottled yellow, lobster red, etc., in round and octagonal shapes. Other popular items such as flower pots, are shown in a wide range of colors, in round and octagonal shapes and with distinctive scroll and floral decorations in the form of bands in red, green and contrasting colors. Sand and gravel bowls for flowers, in a fluted shape with fancy rims and in the body colors of blue, yellow, green, red and black, are decidedly attractive. A special group of 23-piece tea sets is obtainable in six colors, such as old rose, orange, celeste, green and blue, with black handles and edge bands. All the above are obtainable in special assortments and open stock.

A New Fenton Art Glass Number on View At H. C. Gray Co.

Featuring graceful shapes and a wide range of the popular items in fancy glassware, the new number just introduced by the Fenton Art Glass Co., and displayed in the salesroom of the H. C. Gray Co., Fifth Avenue Building, is attracting a great deal of favorable comment among buyers in the market. This new line is in an unusually attractive shade of jade and includes a particularly fine display of bowls in all sizes, cupped flaring and straight rims. Other items include candlesticks, vases, cheese and cracker sets, handled trays, comports, bon-bons, urn-shaped candy jars and so on.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

CONTINUATION of the cool fall weather has proved a stimulant to retail trade in Chicago during the past week. Vacationists have returned and the shoppers are again on State Street in large numbers. The opening of the fall school term, and the consequent outfitting of children, has brought good business to practically every department of the large stores. Another feature which is expected to increase the sales of china, glass and housefurnishings in the near future is the fall moving season, late in September and early in October. During this season, many householders discard old and used articles of china and household equipment and replace them with new.

Wholesalers and manufacturers' agents report a pick-up in orders as the season progresses and the Holiday season draws nearer. Several of the wholesale houses said last week that the sales were in excess of the same period a year ago. While orders for future delivery, they claim, are not up to this time a year ago, still the new orders being received from road salesmen and in local display rooms show an increase of ten to fifteen per cent over those of last year for the first two weeks in September.

The regular meeting of the Glass, Pottery, Lamps & Housefurnishings Association of Chicago, was held at the Hamilton Club, last week. Report of the Joint Executive Committee and Salesman Committee was read. The report of the committee seeking hotel accommodations was also received. The dates for the next show have been set from February 3 to 10, 1924, and the place recommended by the committee is the Congress Hotel.

The thirteenth was not an unlucky day for John Bowman, for on that date a baby girl arrived at Mr. Bowman's Oak Park home. Mr. Bowman is chairman of the executive committee of the Chicago Glass, Pottery, Lamp & Housefurnishings Association.

Kelly & Reasner, manufacturers' agents with display rooms in the Shops Building, are showing a novel toy number from the McKee Glass Co. This is a juvenile "Glasbake" cooking set of five pieces to retail for $2.00.

H. A. Hullet, gift shop buyer from Marshall, Mich., and Mrs. S. J. McGee, buyer from Tulsa, Okla., were visitors on the Chicago market last week.

A. Beck & Co., of New York, makers of boudoir lamps, with lustre pottery bases and silk shades, have appointed Helm & Soukup, 17 N. Wabash Avenue, Chicago, representatives. This is a popular priced line in an assortment of colors. Helm & Soukup have recently received importations of prisms, bobeches and tear drops, now so popular for lamps and lighting fixtures. Crystal as well as colors are included in this line.

The Paden City Pottery Co., Paden City, W. Va., is now manufacturing dinnerware in addition to their regular lines. Samples of the new French shapes in dinnerware from this pottery are now on display with E. M. Meder, manufacturers' agent, Shops Building.

The trade will be pleased to learn of the speedy recovery of William Dalzell, five-year od son of Harry Dalzell, manager of the Chicago office of The Fostoria Glass Co. Master Dalzell was reported as doing well after an operation for appendicitis last week.

J. A. Jacobsen, Shops Building, has been appointed sales representative in the Middle West for the Stout & Crawford Company, manufacturers of a high-grade line of stemware. New samples are now being shown in Mr Jacobsen's display room and these include some very clever and unusual patterns in light cuttings. Mr. Jacobsen also recently received samples of new kitchen lighting units of the celebrated "Cora" glass from the Consolidated Lamp & Glass Co.

E. M. Meder, manufacturers' representative, returned to Chicago, last week, after an extended trip to the East where he visited the various factories his organization represents in the Middle West. Mr. Meder announces the arrival of new samples from the Maryland Glass Co of Cumberland, Md., and from the Continental Silver Company of New York City. These new samples are now on display at 17 N. Wabash Avenue.

The Gifts, Art Wares & Novelties Association of Chicago, will hold a business meeting on Thursday of the week. A report of the successful August Exhibit, held at the Palmer House, will be read for the information of the members. The nominating committee will submit the names of candidates for official positions in the association, to be voted upon at the association meeting in October. The meeting, will be called to order at 8 p. m. at the Palmer House.

Business Briefs

The Little Gift Shop has been opened at 516 Louisiana Street, Little Rock, Ark., by Vivian Lenon, Ethel Hall and Elsie Die, with attractive lines of china, brasses and art and gift wares.

CHICAGO

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CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



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Marion Glass Mfg. Co.
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DINNERWARE
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W A N T E D

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Specials in Lamps & Shades

(*Continued from page 26*)

40th Street, are makers of a variety of dependable lacquers and fine finishes suitable to the most artistic treatment of lamp bases. To produce an enviable polychrome finish the materials to be used are: Egyptian Coral Red Enamel, Egyptian Chrome Green Enamel, Egyptian Blue Enamel and Egyptian Bronze Spraying Lacquer fixed with Gold Bronze Powder. These make a most unusual polychrome finish for lamp bases, carrying out the color scheme and bronze effect in a striking ensemble. Many different treatments may be executed by the use of the above enamels, etc., producing th popular Oriental colors and metallic effects in truely Egyptian style. Upon request by addressing Department P., the firm will send their booklet, entitled "Do You Know Polly Krome," a helpful guide in the art of correct classic finishes.

A Short Collection Letter

In direct contrast to the long-winded letters sent out by many retail credit men in the hope of stimulating business among inactive charge accounts is the short and interesting effort of one leading concern to bring former customers back into the fold. With each sentence making a paragraph, this letter says: "We've missed you. H anything gone wrong? With us 'making good' is ju as important as selling good merchandise. Won't y let us hear from you?" With this request is sent stamped envelope addressed to the executive offices the concern. The stamp on the envelope is an especial interesting touch, in that it implies an obligation on t part of the recipient of the letter to answer it some w or other.

A New Stoneware Plant

A line of stoneware specialties is now being made at t plant of the Matthews Pottery Co., Matthews, N. C which is under the management of J. W. Outen. I cluded in these specialties are stoneware churns, flow pots, poultry house requisites and jars of various capa ties. The plant has only recently been placed operation.

What the Potteries Are Doing

(*Continued from page 22*)

the company by men and women who seek work the new plant, and hardly a day passes but whata dozen or more applications are received by those wo are in charge of the employment department. Co struction work is progressing rather favorably, but o time has been set for the beginning of production.

Jack Patterson, manager of the D. E. McNicol P tery Co's. plant, Clarksburg, W. Va., has returned o the plant after a brief visit to this district.

Car lot shipments of both decorated and plain wh ware out of this district this season is far in excess f the record of 1921. Last year, it is recalled, operatis in plants were suspended about this time, on acco nt of the strike being ordered for October 1. "I nee want to see or hear tell of another strike in the pott industry," a pottery worker declared this week, in e ferring to the current shipping records.

Rather fast work is being done on the construc on of the new plant for the W. S. George Pottery o., East Palestine, O. It is not likely that this new sop will be placed in operation until early in 1924.

According to reports received here this week a group of Canadian and American business men o pose to erect a plant at Port Hope, Canada, under he firm name of the Bush China Co. The company as taken a 99-year lease on a factory site, and prop es to begin erection at an early date. There is no ta le ware manufactured in Canada at this time, all th is consumed either being imported from Europe or he United States. There is one sanitary pottery in Ca ada, and that is located at St. Johns.

The Roessler & Hasslacher Chemical Company NEW YORK

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For

BULBS SEEDS PLANTS SUNDRIES

Niloak Pottery Exhibited on Boardwalk

One of the most interesting exhibits on the Boardwalk at Atlantic City during the past few weeks was the factory demonstration of the manufacture of Niloak Art Pottery, which was arranged in the Foster Remembrance shops, and conducted by C. D. Hyten, creator of this character of art pottery, and arranged by W. R. Renouf, manager of sales.

An original twirling potters wheel was brought on from the plant at Benton, Ark., and it was on this wheel that Mr. Hyten personally turned his ware.

During the "stand" over 50,000 people entered the shop and watched the making of this art ware, each visitor being intensely interested.

Beginning September 10th, the same demonstrative exhibit was removed to the John Wanamaker Store in Philadelphia, where it will remain for a fortnight, then moving to Washington, Baltimore and St. Louis, Mo., in turn.

Mr. Renouf has recently returned from an extensive trip through the west, and on account of the increased business now being offered the plant, the firm had been compelled to more than double its production. The pottery is the only one in the United States producing one particular line of art ware. Two additional kilns are to be built in January by this firm.

Market for China in Morocco

(*Continued from page 24*)

The Moors have pronounced tastes in china and crockery and in pre-war days the Germans were very successful in meeting their wishes. The style, decoration, and shape of the various articles are of great importance. The natives are willing to pay good prices for highly decorated teacups, which should be of a size suitable for drinking green tea. Their usual height is from 5 to 10 centimeters, with a diameter of from 5 to 8 centimeters. The cup and saucer are commonly bright colored, heavily decorated to such an extent that little of the white is to be seen. The favorite colors are Arab green, purple, red, and gold. Frequently the saucer is deep like a small bowl. The plate most frequently bought by the native is one of 22 centimeters, and is white with floral design. There is a good demand for round and oval dishes with a diameter of 22 to 28 centimeters, salad bowls, fruit dishes, sauce dishes, and sugar basins.

The German and Austrian goods imported in pre-war days were not usually of good quality. They owed their popularity to their cheapness and their appeal to the native taste. The German method of packing was very thorough and should be followed. Cases of strong boards were used, which were well nailed.. Each article was wrapped in tissue paper, and each dozen cups and saucers was then placed in cardboard boxes filled with sawdust. The boxes were in turn wrapped in straw or hay and packed in the case, separated from each other by thick layers of straw.

New York Directory

IMPORTERS

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Art Pottery, Bronzes, Marbles and Lamps.

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Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

JOHN DAVISON, Inc., ***14 Barclay St.***
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Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., ***920 Broadway, corner 21st St.***

HAVILAND & CO., ***11 East 36th St.***
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HERMAN C. KUPPER, ***39-41 West 23d St.***
Ahrenfeldt French China.

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MOGI, MOMONOI & CO., ***105-107 East 16th St.***
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., ***53-57 West 23d St.***
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Formerly M. Redon. Alfred G. Moment, Agent.

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AS THE EDITOR SEES IT

THE BUSINESS PROSPECT

THE past ten days has seen a slowing up of business and trade and while the majority of business men hold that business is "not so good," they will affirm hat it isn't so bad either. And this means, of course, that hile business is not up to anticipations it is of satisfying olume. Throughout the East, manufacturing and in- istry are conservatively summed up as fair. While the oduction of basic materials, such as steel and iron, is latively quiet, it is noticed that manufacturing has shown ore activity during the past few days. The resumption work by 100,000 coal miners is a very definite con- uctive factor, and this expansion of employment more an offsets the slight decline in steel production.

THROUGHOUT the West business is moving at a slightly faster clip this week. This is true in regard t basic lines and to manufacturing generally. The auto- bile industry is active and plants throughout the c ntry are practically at capacity. In fact, Detroit reports t t over 5,000 men were added to the payroll of auto p nts during the past week. Crop conditions are gen- e lly satisfactory despite the lateness of harvesting, par- ti larly of cotton and corn. Unusually heavy rains are r ponsible for this lateness. As the marketing of winter w at and stocks have declined, wheat has risen above the d ar mark, flour milling is active and with Canada th shing and marketing from three to five million bushels o wheat per day, there is an enormous movement of grain fr n this source. Car loadings show a decline for the fi week of the month from the peak reached last month. H vever, the anthracite coal shutdown and the Labor Day ho lay is responsible for most of this falling off. Daily lo ings averaged higher than late August, and the aggre- ga is considerably higher than the figures for any pre- vi s year. Business failures for the past week number 296, comparable with 289 last week and with 392 for the corresponding week of last year.

FROM the reports received from forty-two leading cities in this country and in Canada, the business and trade situation was given as good by fourteen, while twenty-six reporting centers summed up the situation as fair. It is noteworthy that but two reported conditions as quiet. Atlanta advises that retail trade is quiet and collections slow but qualifies to the extent of saying that manufacturing and industry are fair. Winnipeg is the only other exception and reports from this Canadian city give retail trade as quiet and manufacturing and industry slow.

RETAIL trade in the East may be summed up as fair. In New York with its immense Jewish population, numbering over two and one-half millions, the observance of the holidays combined with the newspaper strike, has slowed down retail buying to a noticeable extent. The past few days has shown a notable pick-up in retail sales, however, and the numerous sales of housefurnishing merchandise has broken records for the year. Particularly in crockery and glassware are retail sales good and this seasonal demand is creating a very active demand for lamps and shades.

IN the wholesale crockery and glassware and house furnishings lines, demand is continuing at an encouraging rate. While buying is admittedly later than expected and there are fewer buyers in the market than anticipated, practically the entire wholesale trade are writing sizeable orders and are optimistic for a good fall trade. Buyers are making commitments with the same caution which has been evidenced for the past year but they are re-ordering steadily, and the story as told by the aggregate of orders is certainly encouraging. Broadly, business throughout the Nation is good.

Setting the Selling Pace

While Pacemaking May Be Unnecessary for Seasoned Salesmen, Here Is a Concern Which Has Found It Stimulating for the Others

ALL horsemen understand the advantage of having a pacemaker in order to bring out the best from any promising colt in their training camp, writes W. L. Bamhart, in *Printers' Ink* magazine.

But not every sales manager, says Mr. Bamhart recognizes that the same principles apply in the development of the promising young colts of his sales force.

The writer once had experience with a group of about a dozen starting salesmen who were producing a good volume of business and gave every indication of developing into a seasoned force that would keep their city upon the sales map in a large way.

An opportunity for promotion developed suddenly and the best of the group was given the advancement. Within a week, the work of all the rest slumped terribly and the production of that branch sales office dropped to a mere fraction of its previous volume.

Why?

An analysis revealed that all the promising young colts had fallen down as soon as they lost their *pacemaker*. Until the promotion of the leading producer in that office, they all had his steady and consistent production before them as an object lesson. They actually saw their pacemaker turning in his big bunches of orders every evening, and could talk with him and ask how he did it. And while none of the others was able to do quite as much business as the pacemaker could do, at the same time every member of the group did several times as much business, *when he was paced,* as he was able to put over when dependent entirely upon his own resources.

A composite pacemaker was worked out in one organization I know of, by a manager who placed in large letters on the blackboard each morning these words: "High Man Yesterday Made $——— Commissions." The sums displayed were sufficiently large to keep before every man the enormous possibilities of the proposition, while the daily recurrence of the sign burned deep into their minds the idea that big sales were being made every day.

A good salesman told me how this composite pacemaker worked to spur him on to greater accomplishments. "I had just secured a 637.50 order and I felt pretty good about it and rushed to the office to announce my good fortune. The first thing that greeted me as I entered the door was this sign: 'High Man Yesterdey Made $637.50 COMMISSION.' I laid my order down in a much more humble frame of mind. That little experience has meant many hundreds of dollars in increased earning power to me, in causing me to continually strive for larger things. Whenever I am inclined to be satisfied with what I *have* done, I think of that morning when I was so pleased with my little $637.50 order until I found that someone else had made that much money in commission!"

The Pacemaker Principle

The blackboards recording sales that are displayed in many offices, and the visual contests such as auto races, aero races, ball games, etc., are all applications of the pacemaker principle, though in many cases a great deal of the effect is lost in not showing the daily records of each man sufficiently plainly to act the desired incentive.

Several months ago an opportunity developed, which a certain sales manager was quick to grasp. It furnished one of the most spectacular pacemaker stunts that the writer has ever known.

A salesman in the New York office of this particular company "Bob" Edmond, had already earned the nickname "One-a-Day" Edmond through the fact that he hadn't missed a single day for many months, in the production of business. He had already qualified well as a pacemaker for the local office.

Edmond's wife was on the stage. The spirit of restlessness struck "One-a-Day" Enmond, as plans neared completion for a fifteen weeks tour of the West by his wife. Discovering what was in the air, the sales manager made the proposition to Enmond that his company would make it possible for him to accompany his wife on the Western trip, if he would agree to continue his record of One-a-Day or better.

New Territory Every Week

"One-a-Day" Edmond accepted the contract and started forth on the difficult task of securing orders every day of the week including Saturdays, working all the time in towns that were entirely strange to him.

Every Monday morning he would start anew, in a new town, among new people. And Saturday night or Sunday morning he would move on to the next week's scene of operations. It was stipulated that in each city he must work under the direction of the local manager and should take the same sort of prospect cards as would naturally be assigned to any beginner salesman.

Naturally Edmond's work had to be "first class." There was no opportunity for many "call backs" when a week was the limit in any town. Naturally also, there was no chance to build up any elaborate "pre-approach." Edmond had to take them as he found them and either sell them on the spot, or else leave them for others who had more time to devote to the "follow-up."

Despite all difficulties, including several days when h

was sick enough to have been in bed, except for his determination to carry through his agreement, Edmond finished the fifteen weeks trip, with a record of at least one application every day. His average was better than two applications a day for he entire time. Many days he secured as many as five or six orders.

Following is a list of the towns visited, together with the number of orders secured during the week: Pittsburgh, 14; Cleveland, 16; Toledo, 14; Dayton, 9; Cincinnati, 9; St. Louis, 16; Kansas City, 13; Omaha, 10; Omaha, (second week), 11; Minneapolis, 16; Milwaukee, 13; Chicago, 14; Chicago, (second week) 10; Chicago (third week), 9; Detroit, 8.

Telegrams from Edmond were displayed weekly in the New York office and bulletins were issued once or twice every week to keep the men in all sections of the field acquainted with Edmond's progress and the fact that many of the salesmen met him personally at some of the towns visited helped to personalize his work and drive it home to the minds of all the salesmen that he was only acting as pacemaker for all, and that if he was able to produce business every day in strange towns all the time, they ought to be able to score on the sales sheet *every day* as well.

This idea of daily production has now taken hold of the minds of the salesmen to such an extent that many in the organization are now following Edmond's lead and the result was the organization of a "One-a-Day club."

Personalizing the appeal and keeping a definite example in front of the men had a very much stronger effect than would have been gained by simply asking for everyday production.

Crockery and Glass in England

According to a survey of conditions in the crockery and glass trades in England, the *Pottery Gazette & Glass Trade Review* states, that the retail china and glass dealer for a long time past has been subjected to severe competition on the part of drapers and other traders, especially the big stores, and since the flood of cheap foreign glassware the competition has become increasingly severe. In many cases, these goods are quoted at absurdly low prices, in the hope of attracting ladies keen on bargains into the shop and selling them other goods on which a reasonable profit is to be made. This competition is leading traders to buy Continental glass, hoping in this way to fight the draper with his own weapons. The state of foreign exchanges is playing havoc with the glass industry, as well as with other trades. Makers here say German dealers are offering goods, especially tumblers, at prices below what they actually pay for the raw material. Until the Ruhr business is settled and the exchanges become stabilized, it is useless to expect any material change for the better.

The number of unemployed persons in Birmingham district alone is 39,825; in Stourbridge and Brierley Hill, 4,276; Dudley, 4,729; Hanley, 3,888; and Longton, 4,838. How many of these are glass or china workers it is not possible to say, as the authorities of the various areas have ceased to give details of occupations. But another return shows that in July there were 8,067 persons in the glass trade unemployed, not counting makers of optical and scientific glass; these are figures for the whole country.

China Production at Limoges

During the period between July 1, 1921, and July 1, 1922, the production of porcelain greatly improved, says a report in *La Ceramique;* a comparison with the previous period, July 1, 1920, to 1921, shows this clearly; the total of cubic metres baked, both with coal and wood, rose during the two periods in question from 137,000 to 180,000, or an increase equal to 537 bakings at the rate of 80 cubic metres daily. In comparison with the average manufacture of the three years prior to 1914, the present production is only two-thirds what it was in pre-war times. The general situation, therefore, still leaves much to be desired. Uneasiness and reserve still persist, and the increase in production does not seem to have been attended by a corresponding advance in the volume of business passing. The value of the exports to the United States of America amounted to Fcs.9,924,000 worth of porcelain between July, 1921, and 1922. The scale of wages has not been modified; the prices of raw materials have also remained stationary. There has been a slight reduction in the price of foreign coal. Sale prices tend rather to a reduction. The workers' situation, which was rather tense at the beginning of the year, has far from improved.

Glass Industry in France

The movement towards a rise in wages continues steadily. In the south-east the success obtained by the glass workers of Gironcourt, Rive-de-Gier and Givors has incited the black glass workers also to arrange for a plan of action with a view to obtaining higher rates of pay; this plan will cover Puy-de-Dome, Allier and Haute Loire. The South-Eastern Federal section held a meeting recently at Rive-de-Gier to consider the steps to be taken. In the Aisne a strike has started at Fournies and at Hirson. At Vauxrot a promise of an advance has induced hands to resume work. At Epinac-les-Mines the advantages granted to the staff seem to have been merely an illusion; the promises held out have not been realized, and a part of the hands have again ceased work. At Tourouvre the negotiations have led to an increase of 5 per cent. being granted on the tariffs; blowers will be paid at the rate of 35 per cent. At Anor workers demands for an increase have not yet been met; negotiations are continuing. Throughout the whole of Normandy the increases for the tariff and for increased costs of living vary from 15 to 25 per cent., and efforts now tend towards a more uniform distribution of the wages paid to glass blowers. An increase of 10 per cent. has been granted at Incheville, Vieux-Rouen-St. Germer, Romesnil and Martainnville, whilst 18 per cent. has been given at Vieux-Rouen and Frequières. Workers hope to succeed in obtaining 35 per cent. for blowers owing to the scarcity of hand labor; as a matter of fact various places are now available.

We learn that some works have resumed operations at Guerville and Offranville, and a second furnace is being got ready at Martainville. At Vitry-sur-Seine the hands, on strike since June 7 last, have resumed work upon a promise of a 5 per cent. increase. At Chalon-sur-Saone the black glass workers at the Verreries Aupécle have been on strike since July 9, as a protest against the dismissal of a comrade and the shifting round of several others.

The Bohemian Glass Industry

In spite of the severe business crisis now being experienced by the whole industry, everything possible is beng done to stimulate buyers and revive sales by offering first-class goods, says the *Allgemeine Glas-und Keramische Industrie.* This is especially the case in glassware, many of the products of which are absolute articles "de luxe," due to their artistic and beautiful shape.

At Haida-Steinschoenau some fancy glass hollow-ware and articles for lighting purposes are being produced of remarkable taste and attractiveness. Some few years ago, designs were copied from foreign makes, and articles were mostly copies, but nowadays original patterns are made of a quality to enable them to compete with the best products of renowned foreign firms. The latest technical improvements are being introduced, and the best artists are being engaged, so that, economic crisis or not, the North Bohemian glass industry is fully "keeping its end up." Especially rich are the collections of crystal glasses with deep-cut decorations, and some very beautiful vases, cups, and bric-à-brac are offering; they are made of crystal, clear as water, and ornamented with artistic cuttings of all kinds. Some very fine hollow-ware is also being turned out with new decorations which show up well on the partly cased and etched glass, whilst hand-painted gold and silver lined designs, and tastefully combined enamel-filled ornamentation are having a good sale. During the war the lighting glassware branch suffered considerably, as hands were called to the colors, but it has now recovered and doing well, and even foreign firms cannot now produce anything better than we do here. Some excellent iridescent, marbled, and lustrous types are produced, and silhouette effects and designs have enjoyed a very good demand. By the alternate use of opaque and transparent colors, it is possible to take into account the reflecting effect of the light and to improve the decorative impression.

Ohio Merchants Make Tax Survey

A comprehensive taxation survey of the State of Ohio is being made under direction of the Ohio State Council of Retail Merchants.. The work is being done under the direction of a committee composed of Nathan L. Dauby of Cleveland, James P. Orr of Cincinnati, and E. L. McKelvey of Youngstown. Dr. H. F. Walradt, of Ohio State University, will direct the survey. Ohio's taxation history will be examined to determine the effect of the present system on retail merchandising in Ohio. Dr. Walradt will examine also the taxation experience of other industrial States where special taxes have been imposed, with a view to determining their value and effect on the merchants of those States. It is understood that recent imposition by Legislatures in certain other States of special taxes levied directly against retail merchants is responsible for the move.

Nonik Introduces Clever Merchandising Idea

A good-looking carton is being introduced to the trade with marked success by the progressive Nonik Glassware Corp., New York. This idea is a significant forward step in the merchandising of table glassware. The handsome three-color carton contains a half dozen etched Nonik tumblers, of a number that is a proved fast seller. The container itself acts as a silent salesman for the glasses. It shows graphically how "the bulge protects the edge," and why Nonik glasses are approximately twice as strong as ordinary glasses. The unusual Nonik story is plainly printed on the display portion of the carton, where it can be read not only by customers in the store, but by the sales force as well. Consequently salesmen or salesgirls cannot help but become familiar with the unique Nonik talking points. The Nonik carton idea has been received very enthusiastically by all factors in the trade, but it is apparent that it will prove extremely successful for all concerned. The "handy half-dozen carton" will be strongly featured in the extensive fall advertising of the Nonik Corporation. This advertising will include national women's magazines, as well as large space in local newspapers.

Courtesy Pays

A buyer for a western store tells us that the head of his firm, while driving in his car some forty miles from home, was hailed by a traveling man and asked for a lift to the next town. He got it, and on arriving there the salesman took out his bags and without a word of thanks walked away, thinking, no doubt, that he would never again see the man who had obliged him. A little while later this same traveling man entered the store. The firm head above mentioned noticed him and asked the buyer who the stranger was. The buyer told him, also stating that they had been buying quite some merchandise from this traveling man. The firm head, who, by the way, never takes a hand in the buying under ordinary circumstances, then directed the buyer not to have any further dealings with the traveling man, remarking that a man who failed to show ordinary politeness except in a place where he was looking for business did not deserve to receive any orders.

Business Briefs

The T. H. Roberts Co., Youngstown, O., will discontinue its grocery department after Oct. 1, and will devote the space to doubling the size of its housefurnishings, curtains and toy departments.

Public Health and the Soda-Glass

"Nor Shall Any State Deprive Any Person of Life, Liberty, or Property Without Due Process of Law"—Amendment XIV, Federal Constitution

SOME few weeks ago, the Board of Health, New York City issued orders directing certain dispensers of orange juices to discontinue the use of glass and substitute the paper cup or single-service container. As this constituted an apparently unjust discrimination against the use of glassware, the American Association of Flint & Lime Glass Manufacturers took exception to the ruling. At a meeting of glass manufacturers interested in this matter, Judge I. G. Jennings of the Glass Container's Association, read the following interesting papers on the subject, from which we print in part as follows:

There is no function of government so thoroughly established as its right and duty to study and to take measures to protect the health of the public. There is nothing that in the end will and should draw forth the affections of the people for a government more than its intelligent enactment and enforcement of regulations in the interests of public health. In the exercise of its police power, any executive branch of the government has the right to interfere with the property or even the liberty of any individual, or individuals, which stands in the way or tends to threaten the health of its people.

Rightly, that class of public spirited citizens or public officials which is able to accurately discern those things that tend to interfere with public health and which takes steps to see that regulations are enacted and enforced which remove the menace, is entitled to the plaudits of the people, and is entitled to a place in that rather small but invaluable group of public benefactors. This, then, is a wonderful ideal for such a citizen or the official who regards himself as a public servant and whose controlling aim in such service is the public welfare.

Let us be more specific. It is undoubtedly the case that in a public place where there is no means of washing or properly cleansing a common drinking glass which may be used over and over again by thousands of people that the enforced use of paper cups or single service containers may properly be defended as in the interests of public health. Here, then, is one of many important and indisputable fields for the paper container, and there is no disposition on the part of the manufacturers of the glass container to oppose this very proper type of regulation in the interests of public welfare.

But what the glass manufacturers do object to is that progressive, sentimental guff which, if not checked and exposed, might drive from general use the cleanest, safest, and most healthful container when properly cleansed in the possession of the human race. Therefore, it is with the interests of public health in mind that the glass manufacturers wish to say a few words for the soda glass or any other glass container that is used in drug or confectionery stores and in all public stands and places for the service of drinks, beverages, or frozen confections where it is possible to maintain proper cleansing facilities for the glass container after each use.

The Twenty Points

(1.) There is no way of telling what may happen to the paper cup from the time of manufacture to the time of use.
(2.) The paper cup collects dust in retailers' stores before using.
(3.) The lip of the cup and the folds in the cup are splendid dust catchers. Dust cannot be seen on the paper cup.
(4.) There is no way of washing or cleaning a paper cup before use.
(5.) After all, it is generally the spoon that goes in the mouth, and where there are no facilities for thoroughly washing glasses, the washing of spoons is apt to be neglected.
(6.) The paper cup leaks, squashes, and is unhandy and precarious to use.
(7.) Ice cream sticks to the side and is liable to spill on good dresses. Drinks are apt to run down the sleeve.
(8.) Half the joy of drinking beverages is the ability to see the sparkling liquids through the sparkling glass.
(9.) The public prefers the glass container. It is substantial. There are no foreign tastes or flavors.
(10.) There is a tendency to rinse the paper cup. This is the height of unsanitation by reason of the nature of the cup. Paper is porous; glass is not.
(11.) The paper cup is expensive. It is thus a tax on the public. This would amount to millions of dollars in a year. This would be a great injustice.
(12.) Retailers know this and object to the additional expense. If they are forced to use paper, they will transfer the cost to the public.
(13.) The paper cup was originally a substitute for glass where glass could not be used. Shall the substitute displace the real thing?
(14.) No record of epidemics is traceable exclusively to glass at soda fountains.
(15.) No record of epidemics is traceable exclusively to dishes, knives, forks, or spoons at respectable hotels.
(16.) No record of epidemics is traceable exclusively to dishes, knives, forks, or spoons at homes.
(17.) The logic of the thing under a paper regime is unthinkable.
(18.) The use of paper cups as a panacea for this supposed menace would breed misplaced confidence by retailers, by public officials. The public would suffer.
(19.) If any danger, remedy lies in enforcing cleanliness and cooperation between glass men, dealers, and boards of health.
(20.) The difficulty of administration of rules requiring cleanliness is no excuse. To eliminate the glass container would be a taking of property without due process of law, and thus unconstitutional.

Without attempting to state what may be behind it all, it is a fact that in a legislature here, in a city council there, or a health board at some other place, there have been attempts to compel the use of the paper cup and the elimination of the glass container from places where drinks and beverages were served. These attempts have universally failed, but so far as they have been made by sincere men and officials in the interests of the public health and welfare, we desire most earnestly to present the reasons why such a movement on their part is directly against that public welfare which they prize so much, and

we hope that they will just as earnestly consider the arguments we make.

On the other hand, the glass manufacturers want to serve notice that wherever there is insincerity or selfishness either among politicians who are trying to curry favor with the public in order to hide their own incapacity for any public trust, or other self seekers that they will oppose them from start to finish, and if, perchance, by influence, pull, or otherwise exerted on their part, the glass container might be improperly eliminated at some point in favor of the paper cup or anything else, they will invoke the fourteenth amendment of the Federal Constitution, which stands between them and such corrupt methods. No state can take any property without due process of law. Blessed is the American nation in the sanity and safeguards of its fundamental law!

The glass container manufacturers want to be rightly understood in this matter. We believe that it is a proper function of the boards of health and other regulatory bodies to compel the proper use of the glass container in public places. No one should be required nor permitted to use a dirty glass container or one that has been insufficiently cleansed. Glass is intended to be washed, cleansed or sterilized according in degree to the use to which it is put, and it is largely due to the fact that glass will permit of any degree of cleansing and sterilization that science itself has made its tremendous progress with the years.

Therefore, we believe that it is entirely within the powers of boards of health and similar bodies to pass regulations requiring proper cleansing of the glass container when used in public places, and even to define the steps that should be taken to bring about that degree of cleanliness or sterilization that is reasonable and proper for the use required. It is also fitting that such board should use their agents to see that their regulations requiring cleanliness are scrupulously adhered to, and to provide and enforce penalties if they are not.

But because there may be some difficulties in enforcing these regulations of cleanliness is no reason why regulations, ordinances, or laws should be passed which eliminate the glass container except perhaps in the case where users of glass containers refuse to or are unable to meet the reasonable requirements of such regulating bodies.

Or, in other words, except as a matter of penalty, the enforced substitution of other containers and the elimination of the glass container are clearly deprivations of the property rights of glass container manufacturers and glass container users without due process of law, and such regulations are unconstitutional and void for that reason. There should be a hearty cooperation then between the manufacturers of glass containers, the retailers of beverages, soda water and other drinks, and boards of health, and other regulatory bodies, in giving to the public a thoroughly clean glass container, and to acquiesce in any inconveniences and expense made necessary thereby. We believe that such cooperation can easily be brought about.

Let us, then, examine and properly appraise the situation in the interests of public health, weighing the case of the glass container against the paper cup, to consider whether the reasons so glibly suggested by those who favor the paper container, are as adequate and complete as they would have us think. In other words, much has been said and advertised on the one hand. Let us in the spirit of fairness hear from the other side. The matter of the sanitary container is one which the American public is vitally interested, and in which it is entitled to know all the facts bearing upon it, in order that there may be a way of judging what is the truth.

Hotels, restaurants, cafeterias, fruit drink stores, drug stores, ice cream parlors, tea rooms, and wayside inns indulge in the important commerce of waiting upon the needs of the great American public in supplying them with food and drink. Reputations are made or lost on the basis of cleanliness—cleanliness in the preparation of foods, and in serving them. Dirty utensils, dirty dishes, dirty glasses, dirty table-linen—and a place is forced to close its doors. The public will not dine so, nor will it stop there more than once for cooling beverages. It is a commercial necessity, if these purveyors to the public appetite are to keep in business, that they be clean. They are vitally interested in finding out what is sanitary and what is not, for upon their finding out and acting accordingly depends the fatness or the hungry look of their purse.

Paper is made of wood-pulp, of old paper, rags, and various materials that are anything but clean. These materials are supposed, in the metamorphosis from refuse to paper and paper cups, to become completely sterile and sanitary. Perhaps. But cannot a paper cup collect dust as does the glass? Granted, it certainly collects as much—this must be logically true. But dust cannot be detected on a paper cup—for it cannot show by contrast. A speck of dust on a glass is instantly seen. The sparkle of the glass magnifies it, and that bit of dust sticks out like a sore thumb. The dirty glass can be instantly washed and completely sterilized. It can be made a single-service container by means which science has devised, and law has adopted. No amount of regulation can ever guarantee a like purity in the paper cup.

Who has not seen a stack of paper cups exposed the top of the pack open to all the dust in the air, in which we are told, there are so many dessicated germs, invisible but none the less harmful. The lips of all the other cups in the pack are equally exposed. And when the top cup is used, its place is taken by the container beneath. Is this sanitary? And is the protection that is to be forced upon the public in the name of health and sanitation? Paper cups, in the beginning were designed as substitutes for glass in places where proper washing of glasses would not be practical—such as picnics, ball games, outings, and on movable stands and the vehicles of venders. It was impractical to use glass there, however great the desire of the public was to have it used. And so paper was substituted. Shall the substitute be forced upon an unwilling public in places where it clearly should not be used?

The glass container, when it is used, can be thoroughly

washed; and it is a simple thing to wash it, making it the scientific ideal of single-service containers. The paper cup cannot be washed effectively. The pollution it may contain must remain in it. The glass container is smooth; its surface does not hold dust and germs. The paper cup, by a process of its making, contains folds that make wonderful hiding places for dirt and dust. They cannot be seen there, and so the cup may appear clean, and at the same time be unsafe for use.

The paper cup is too expensive for practical commercial use, and it cannot be just to impose this tax, for tax it certainly is in result, upon the public. The beverage dispenser cannot assume the burden of such an expensive container without getting it in turn from the public and the public should not have to bear the burden of this extra tax.

The paper container has been, in some states, insisted upon for use in the schools and with a discouraging result. It was hoped to do away with the dangers of the common drinking cup by what means—but in the rural schools it resulted in a worse condition, if possible, than resulted from the far-famed common drinking cup. The state would find it inconvenient, either from lack of appropriation, or from some reason of administration, to supply the schools with the enormous quantity of paper cups necessary for the real use of the pupils; so when the supply ran out, the pupils hoarded their used paper cups in corners of their desks, in dirty shelves, entry ways, and any convenient hiding places, and would use these cups for weeks at a time, until they were so battered that they would not hold water, and so dirty that they were vile to look at, and horrible to think of. This is what the use of the paper container amounts to in the rural schools—it is ludicrous to thinks of as a sanitary measure! In certain sections of New York City it is reported that reuse of paper cups has been attempted, when used at venders' stands, but how widespread this practice is, we have no means of knowing at this time.

Not only are there vital objections to the paper cup from the standpoint of health, but also many from the standpoint of convenience, and enjoyment. There are those who protest that there is an unpleasant taste from the watrproofing material used in the manufacture of the cups, and these individuals do not patronize soda fountains and confectionery stores using the paper service. If the paper cup is forced upon all beverage dispensers, a limiting of their clientele will be forced upon them automatically. This is unfair, and an utterly unreasonable restriction upon public and personal liberties.

There is no container more sanitary than the glass container; it is capable of complete sterilization, and a cleansing thorough enough to live up to the requirements of any sanitary ideals, no matter how rigid and austere. The emphasis should be placed upon enforcing proper cleansing. Then will the public be truly protected; and then will the public be really grateful, knowing that they are protected, and yet not forced to endure nameless inconvenience and dissatisfaction.

Haviland & Co., Incorporated

The business formerly conducted by the partnership Haviland & Co., 11 East 36th Street, has been assigned and transferred by George Haviland, of Limoges, France, as sole surviving partner and owner, to a corporation organized under the laws of the State of New York, under the name of Haviland China Co., Inc. The said corporation has acquired all of the assets of the partnership Haviland & Co. including the business, good-will, trade marks, and the sole and exclusive right to sell, in the United States, Haviland China manufactured at Limoges, France, and has assumed all of the liabilities of the partnership of Haviland & Co.

The officers of Haviland China Co., Inc. are George Haviland, president; Robert Edmiston, vice-president and treasurer; and Edward M. Ross, secretary; and the business of the corporation will be continued on the same lines as was the business of the co-partnership.

Shop Early Posters Now Ready

A poster put out by the Retail Dry Goods Association of New York City for use in an Early Christmas Shopping Campaign is now ready for distribution. The poster is in colors; size 20 by 30 inches. A miniature reproduction of the poster, size 3½ by 5¼ inches, has also been made, to be inclosed by stores with their Nov. 1 bills. For the same purpose there has been brought out a folder, 5¼ by 7 inches.

On the reverse side of the miniature poster there are printed excellent reasons for shopping early. On the folder there are blank spaces in which merchants may print something of their own choice. The posters, miniatures and folders may be obtained in large quantities from the office of the association at 130 West Forty-second St. The prices are: 50 cents each for the posters, 1 cent each for the miniatures, and 1½ cents each for the folders, plus shipping charges. In ordering, merchants should be careful to state not only how many posters, miniatures and folders are desired, but also whether they should be forwarded by mail or express. Orders must reach the office not later than Oct. 1. Posters will be forwarded in time to reach merchants not later than the first week in November. Miniatures and folders will be sent not later than Oct. 15.

The sale of these posters, etc., is not confined to members of the association. Orders are accepted from merchants all over the United States and the demand for this means of encouraging the public to shop early for their Christmas needs has also come from Canada, Great Britain and other countries, including Australia and New Zealand.

German Toy Exports

The total amount of toys exported by Germany for the year 1922 was 60,733 metric tons, of which the United States received 22,070 tons or 36.3 per cent of the total.

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are Doing to Promote Trade in China, Glassware and Allied Lines

By Beatrice Miller Wisner

THE opening of Abraham & Straus new and larger china and glass department, announcing the September sale of china and glassware, is a noteworthy event in the firm's history. The two spacious sections devoted exclusively to china and glassware, both imported and domestic, gives a splendid opportunity for the consumer to view these leading industries in a decidedly comfortable and attractive atmosphere. The lighting effect of the department is most satisfactory. Huge overhead electric lights with large shades throw a pleasing light about the department, while the individual tables are lighted by artistic lamps with decorative shades. On these tables, covered with elaborate brocaded silk tablecloths, each specializing a different color and decoration, are placed specimens of dinnerware, tea sets and odd fine Porcelain wares. Through the rooms are spread handsome rugs and runners, and between the several tables and leading to the finely finished walnut cabinets at the sides of the rooms. These cabinets house lines of open stock English and French dinnerware, in many patterns and designs, some featuring banded effects in encrusted gold and others in blue, brown, rose, and floral decorations. Indirect lighting of these cabinets is a noticeable feature. The soft steady shaded light is just enough to show off the white china to the best advantage and does not disturb or glare the customers vision. A very unique display of nursery china occupies one side of this section featuring a cute little table, fully set with a child's tea or luncheon set, which gives a real mother's touch to the arrangement. A collection of fine Italian, French and English wares with some exquisite marble statuary, busts and statuettes, adds to the artistic ensamble.

In the glass division, the same style of cabinets prevails, showing colored and white glassware, while on small round and oblong tables are placed many bewitching glass objects; Czecho Slovak, vases, bon bon dishes, plates, bowls, etc., gold encrusted with medallions in color, and some with plain dark blue and silver stripes, and a noticeable amber color with orchid colored stripes, are worthy examples of this art. An elaborate collection of Venetian glass in one of the cabinets showing nautical forms with the tails of the seaserpents entwining the stem and body of the items, emphasizes a very unusual decoration. Small swans and fish for individual bon bon or conserve dishes are extremely novel and enticing designs in the Venetian style. At the rear of this division is a comprehensive assemblage of fine crystal stemware, showing new shapes and designs, from the tiny cordial glass to the large table glass. Domestic glassware in plain white and colored effects is well placed occupying tables throughout the division. The whole department presents a most pleasing aspect, testifying to Mr. Hawthorn's discriminating taste in the selection of unusual glassware and china, and a high sense of art interior decoration, compelling admiration from a host of visitors to this new enlarged department of the store.

An extraordinary variety of lamps is commanding attention at Gimbel Bros., Mrs. Bowser, buyer, during September, featuring Junior, Bridge, Table, Desk, Nursery and Boudoir, in numerous styles and decorations. A very unique Pottery Nursery Lamp, with parchment shade showing familiar nursery pictures priced at $7.50 is truly a juvenile favorite, while a Student's Lamp, combining ash tray and lamp is modestly priced at $4.95. For the daintier bedroom, comes a Paris bed lamp with georgette beaded shade at $12.95 and a very fascinating boudoir lamp with mahogany base and two-tone melon shaped shade is suitably priced at $11.25. An appropriate desk lamp with rich bronze base and silk pleated shade for $9.95 and a most unusual lamp with two candle arms in rich antique gold finish and slender shade holds its price at $125. All the lamps in the collection show artistic finish, which characterizes Gimbel Bros. lamp department.

A most unusual window is being featured by John Wanamaker, at the Broadway and Ninth street entrance, displaying an effective arrangement of china and glassware. At either side of the window stand two very noticeable ornate objects; at the right, a huge white pottery elephant flower vase filled with artificial poppies, at the left, a large pottery basket filled with pottery fruit in natural colors and in the foreground conspicuously placed is a white and gold encrusted decorated tea set. A refractory table occupies the center of the window elaborately set. At each cover-place is exquisite crystal; gold encrusted glasses and white and gold lunch plates, while the centerpiece shows a very ornamental silver flower holder with hanging bon bon dishes. For the background of the window, is used a very effective brocaded green curtain which throws out in bas-relief the whiteness of the china. At intervals, around the sides of the window are placed white pottery lamps with fan pleated shades in all-over floral design. This window is in reality an invitation to the September sale of fine china, glass and pottery, Second Gallery, New Building, L. J. Gasper, buyer, where many new designs in dinnerware are displayed, including English Semi porcelain at $20 to $24, representing some "O

(*Continued on page* 30.)

CAUGHT IN THE NEWS NET

BRIEF funeral services for the late Wm. J. Noble, who traveled for many years for John Davison Inc., notice of whose death was published in last eek's issue of the CROCKERY AND GLASS JOURNAL, were ld at his home in New York, 44 West 126th St., last iday night. John Davison and all the members of the ganization attended. There were many of his old ends in the trade who would like to have been present, t due to there having been no notice given out, they re unable to ascertain the particulars about when and here the services would be held. The body was taken Rochester, N. Y., for interment on Saturday and other service was held there Sunday afternoon.

Justin Tharaud is spending this week calling on the ston buyers with his imported dinnerware lines.

After paying a visit to the concerns Boston representa-e, Frank P. Judge, Jr., of the National China Co., lineville, O., arrived in New York on Monday for a eral days' stay, to confer with local manager D. King vin.

A. F. Calerdine, president of the Owen China Co., nerva, O., spent Tuesday and Wednesday in New York sulting with the Horace C. Gray Co., which recently s appointed local agents for the line.

J. V. Curran, who has been going through a course of paration in salesmanship at the salesrooms of Edw. ote for the past year and a half, started out Monday his initial trip for the firm. He is making New Eng-d territory.

. Meredith Miller of Maddock & Miller Inc., left nday for a trip through New York State and points in middle west.

Fred D. Farrell, traveler for Alfred Moment, is calling the trade through New York State, after which he will ke the middle western territory.

Chas. H. West, head of the Westmoreland Specialty , Grapeville, Pa., is a visitor in New York this week, king his headquarters as usual at the salesrooms of Horace C. Gray Co., representatives for the factory. West is accompanied by the factory superintendent tav Horn.

Charles G. Vogt, of Vogt & Dose, who has been abroad the past three months on a visit to the factory at Limoges, where he has been busily engaged on work in getting up new samples for the American market, returned to New York last Wednesday, September 19th, aboard the *Laconia*.

John Rossfield is now covering the middle western territory which was formerly covered by the late Wm. J. Noble, for John Davison, Inc.

F. C. Schmidt, manager of the china and glassware departments for L. D. Bloch & Co., was a passenger arriving on the *Rotterdam* last Friday. He has been visiting various European countries on a buying trip.

J. E. Shepherd, sales manager of the Star Glass Co., Star City, W. Va., was a caller on Monday, at the salesrooms of the Horace C. Gray Co., the concern's New York agents, while in town on special business for the factory.

The many friends in the trade of Fred B. Cuthbertson, proprietor of Wm. H. Plummer & Co., the well known retail china and glassware establishment of this city, will sincerely sympathize with him in the loss of his wife, who died on September 14th, following the birth of a son.

Leon Neubrik, the china, glass, toy and luggage buyer for the Crowley Milner Co., Detroit, is spending a busy week in the New York market this week, visiting the wholesalers in the various lines.

Paul A. Straub, head of Paul A. Straub & Co., was a passenger aboard the *Rotterdam* which reached port last Friday. He has been in Europe visiting the factories he represents in this country for the past two months.

Edward D. Fox has been appointed manager of the buying offices of A. I. Namm & Son, Brooklyn, N. Y. The buying offices of the concern are located in the Herald Building, Broadway and Thirty-fifth St., New York. Mr. Fox has been connected with the Namm store for some time in an executive capacity. Before joining the Namm organization he was with the New York offices of Harrods, Ltd., London, England.

E. A. Gimbel To Wed Southerner

The engagement has been announced by Mr. and Mrs. Hart Newman of New Orleans of their daughter, Miss Virginia Louise Newman, to Ellis A. Gimbel, Jr., a son of Mr. and Mrs. Ellis A. Gimbel of Philadelphia and a

vice president of the Gimbel Brothers' store of New York and Philadelphia.

Miss Newman is a graduate of Wellesley and has one brother, Randolph Newman. She first met Mr. Gimbel at an Adirondack camp and again in Paris a few weeks ago, when he was making a tour around the world, having been in China, Japan and India.

Mr. Gimbel studied at La Villa School, Lausanne, Switzerland, and was graduated from Yale in 1919. He served during the war as a Second Lieutenant in the Third Regiment, Field Artillery. His clubs include the Philadelphia Cricket, Penn Athletic and the Yale Clubs of New York and Philadelphia. His sister is Mrs. Fridolyn Fliesher, and Richard Gimbel, another vice president of Gimbel Brothers, is his brother.

No date has been set for the marriage.

Additional Subscriptions to Japanese Fund

Additional subscriptions reported by the Crockery Board of Trade since those previously published in the September 20th issue of the CROCKERY AND GLASS JOURNAL are: Guerin Pouyat Elite, Ltd., $50,00; L. Bernardaud & Co., $25.00; H. Benedikt, $10.00.

Abraham & Straus Celebrate 58th Anniversary

Many men prominent in various walks of life were the guests last Monday of Abraham & Straus in Brooklyn at a luncheon celebrating the opening of their remodeled department store. The event marked the firm's fifty-eighth anniversary, and the program included a tour of inspection of the building.

The new florist shop, drug store, men's shop, escalators and new display cases caused favorable comment. An interesting exhibit was that of silk weaving and pottery in the making. A loom in operation was on view in the court of silks, and pottery in every stage, from the clay to the finished product, was displayed in the new china salons on the subway floor.

It as been estimated that the floor space of the small shop at 297 Fulton Street, where the firm of Abraham & Wechsler was housed in 1865, is about equal to the space occupied by the soda fountain in the store of Abraham & Straus today.

Sperry Co. Put Over Big 16-Day Sale

The heat of July and the competition of numerous July Clearance sales in other stores meant nothing in the history of the J. B. Sperry Co. of Port Huron, Mich., which staged a sixteen-day thirtieth anniversary sale that is still being talked about. A 43 per cent increase in sales, piled up in the hottest of July weather, is one of the results to which the store can point with greatest satisfaction.

Preparations for the anniversary sale were thorough and elaborate. Spectacular publicity methods were freely used in advance, among these being a series of "teaser" advertisements, published several days in advance of the sale and hinting of what was to come. A contest was instituted in which people were invited to write "jingles" bas upon the idea of an anniversary sale and the slog "Sperry's for everything." Besides the newspaper adv tising, 20,000 circulars were mailed and delivered carrier on the American side and across the St. Cl River into Canada.

While the advertising methods appealed to the ima ination, the exterior of the store itself appealed to the e

Immense candles, lighted by day and by night, form a striking military lineup on the marqué that serves t building on the two main fronts. These exaggerat affairs stood six feet high with a flame rising fully a f above the top of the candle; they rose from a holder w a base spread of three feet, giving a most realistic a pearance. The construction was of sheet iron. T holders were in blue, the candles tallow shade, the fla red touched with black.

Thirteen candles of the same size and construction we also used on ledges and at conspicuous points throughc the store as well as in the windows, being augmented many cut-outs of the same size.

The early comers at the sixteen-day sale were giv useful souvenirs in the form of needlecases and threade of whom more than two hundred and fifty were waiti five hundred of these being distributed to the first arriva when the doors were opened.

OBITUARY

Edward Charles Gaertner

Rudolph Gaertner, the well known decalcomania man facturer, will have the deepest sympathy of a wide c cle of friends in the trade, in the death of his son E ward Charles Gaertner, who died suddenly in Par France, on September 9th, from typhoid fever.

He had been spending the summer with his moth father and sister traveling in Europe and only a f days before they had made arrangements to sail f home he was taken suddenly ill. He was only 19 yea of age and was a young man of unusual promise. Th would have been his sophomore year at Princeton Un versity.

He was known to many of the potters personally, who he had visited with his father and who had been gue at the family home in New York. He was of a ve genial disposition and was consequently unusually popu wherever he went.

His parents and sister arrived with the body aboa the *Lafayette* on Monday which was taken immediat to Sleepy Holloy Cemetery, Tarrytown, N. Y., whe services and burial took place.

Buyers in New York

M. Bub, housefurnishings, Levitus & Flansberg Corp., Chica Ill., 115 West 30th St.

H. E. Goldstein, housefurnishings, Goldstein Bros., Indianapo Ind., 36 West 29th St.

N. A. Riordan, housefurnishings, and L. Neubrick, chi Crowley Milner Co., Detroit, Mich., 40 West 32nd St.

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WHAT THE POTTERIES ARE DOING



WHILE some distributors of generalware have been complaining of slow receipt of merchandise, representatives of these concerns after they ave visited the market, realize that the manufacturers are oing all in their power to accommodate the trade. One rge interest whose buyer was here recently, declared that is house had not received all of its orders placed last anuary, but admission was made that some merchandise rdered since then had been delivered.

While the distributors may complain of slow deliveries, nd give as their opinion that production is not what it ould be, the truth of the matter is that the manufacturers re doing everything possible to get stocks through the ilns. There is no denying this fact. The increasing demand for American dinnerware, is declared by buyers to ave been the cause of the domestic manufacturers being o crowded with business. And this demand it is anticiated will continue active throughout the balance of the ear, and far into 1924.

There will be no meeting of the United States Potter's Association here until after the World's series. This much is assured. Many of the manufacturers are planning o attend the big event in New York and for this reason t has been suggested that the meeting be delayed a few weeks. The new headquarters of the Potter's Association t Fourth and Market Sts. were opened for the first time Wednesday of this week. For beauty and comfort, the uite is not excelled anywhere in these parts. Secretary-reasurer Charles F. Goodwin is in charge.

H. K. Connor, eastern salesman for the Carrollton Pottery Co., is now showing the line of this concern throughout his territory.

Jobbers throughout the country report a rather heavy demand for American dinnerware and hotel ware, but they are booking future orders only against current stocks, it s said. Some drop shipping orders are being forwarded o the local factories, and these are being cared for in the egular way.

W. C. Lynch, in charge of sales for the Taylor, Smith & Taylor Co., has left for a western business trip. He will be absent from the factory for several weeks.

W. R Renouf, for the past year in charge of sales of he Niloak Pottery Co., Benton, Ark., has been made general manager of the concern, and early in October plans to remove his family to Benton. Mr. Renouf has arranged to maintain an exhibit at the Ft. Pitt during January, having closed his reservation this week. The demonstration of the making of this ware which was held in the Wanamaker store at Philadelphia, Pa., last week, is to be moved to the New York store in December.

George C. Thompson, head of the Thompson Pottery Co., as a force of men at work beautifying the Ohio river bank near this plant—a gift to the city.

On account of existing conditions, many jobbers, so it is reported here, are urging their trade to anticipate their fall and holiday requirements as early as possible. Generally speaking, there is an air of optimism among the jobbing interests, and they are of the opinion that unless the'r trade order early, the latter will be caught short of merchandise just at the height of the season.

A few advance samples of patterns domestic manufacturers will market during 1924 have been put through, and some very clever designs have been worked out. Borders of course predominate the line, these ranging from wide to narrow effects. A number of new medallion patterns will be placed on the market, the colors being rich, and the designs somewhat different from those featured heretofore. In a few instances some of the higher priced dinner patterns have been placed in the sample rooms, but these will not be marketable until January.

Railroad shipping records show that pottery shipments out of this district are heavier this season of the year than ever before. Carlot shipping is more marked, and this would indicate that the jobbers are very active distributors. The small trade is also buying liberally, and an increase in less than carlot shipping is also recorded.

A new continuous kiln has been placed in operation at the plant of the Acme Pottery Co., Crooksville, O., at a cost of approximately $80,000. This is the first tunnel kiln to be used in the firing of stoneware erected in this part of the country. Tunnel kilns for the firing of tile have been in operation in the Zanesville territory for several years.

The demand for hotel china, and domestic china dinnerware is declared by manufacturers of these lines to be the most active ever experienced. Every plant is operating to capacity, and there is not an idle kiln in the china industry. The Federal government is a very heavy buyer of the line at present, and all items are now made from standard specifications.

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GLASS FACTORY ACTIVITIES



SALESMEN who have returned to factory offices within the last ten days report a good demand for glassware, and that new business booked on late trips was in excess of that secured during corresponding calls last year. "Both jobbing interests and department stores are having heavy demands made upon their local stocks," is the way one salesman referred to the situation, while another declared that "jobbers have been urging their customers to order fall merchandise early, and the latter have been doing so." The situation is being reflected on the factories, all of which are pretty well crowded with business, both for immediate and future shipping.

At a meeting of the board of directors of the Hazel-Atlas Glass Co., held at Wheeling, W. Va., a regular quarterly dividend of fifty cents per share on the stock was declared. The par of the stock is $25, and at this rate the earnings are on a basis of eight per cent per annum. The dividend is payable Oct. 1.

All wage scales between manufacturers and glass-workers have been agreed to for the fiscal year except in one department, and at an early date another conference will be held when this adjustment will be made a matter of record. The advance in the wage scale has not been reflected to any great extent in the selling list, and buyers seem to be satisfied with the present situation.

Although it was expected that the new sample rooms of the United States Glass Co. would have been opened in the Jackson Building, Liberty Ave., near Smithfield St., Pittsburgh, before this, carpenters are still engaged in erecting display cases. The date for the opening of the new rooms has not been determined upon, although it is likely the space will be occupied some time during the coming month. An entire new line of samples will be shown.

George W. Riley, representing the Jefferson Co., Follansbee, W. Va., was at the Ft. Pitt Hotel last week showing the new line of portables and other lighting effects from this factory. The display consisted of the very latest creations, and was the subject of considerable favorable comment on the part of buyers.

A new line of specialty glassware has just been placed on the market by the United States Glass Co., known as their Mont Blanc line. It is a peach glow effect, and is shown in a cut design. There are between 15 and 20 pieces in the offering, and the entire assortment is declared to be in very active request.

Louis Scott, of Sydney, Australia, representative of the United States Glass Co. in that country, and who has been visiting the home office and factories for some weeks will sail for home from Vancouver, Oct. 5. Mr. Scott is accompanied by his wife. It was their first trip here.

"What we are interested in just now is more merchandise,' observed Harry Lowengart, of Portland, Ore. buyer of dinnerware and glassware for the M. Sellers Co. when in the district late last week. "Demand for all our lines is good, but we are taking care to have our salesmen sell only against stocks in hand. This is being done as a matter of protection to our trade."

A. J. Smith, head of the McKee Glass Co., Jeannette, Pa., is spending a season at Battle Crook, Mich., for the benefit of his health. He has not been feeling well for some weeks.

According to reports received here from Bellaire, O., sufficient capital has been secured to take the plant of the Eastern Ohio Glass Co., at Barnesville, O., out of the hands of the receiver and place it in operation.

The entire new line of portables of the Pittsburgh Lamp, Brass & Glass Co. has been placed on display in the Pittsburgh city sample rooms, and all former items have been withdrawn from the exhibit. In addition the entire line of Junior and Bridge lamps have also been added to the display. In order to expand sales of the five light Junior lamps, Robert G. West has placed different colored bulbs in the top of each candle, so that buyers can observe the effect produced by any particular colored bulb. The idea is entirely new as a sales effect, and is meeting with success.

"We're turning over all applications for display space to J. C. Hammer, eighth floor, Heeren Building," declared H. C. Wasson, assistant manager of the Ft. Pitt Hotel, this week, in commenting about the January Pottery and Glass Exposition. "We're getting quite a lot of inquiries —more than ever before—but all are referred to Mr. Hammer, who is in sole control of the space allotment."

H. A. Briskie, with the line of the Parchment Lamp Shade Co., of New York, maintained a display at the Ft. Pitt last week.

Mr. Cole, buyer for the A. Hamburger & Sons Inc., Los Angeles, Cal., spent several days in the local market last week—looking up back orders and anticipating holiday requirements.

Buyers In New York

(Continued from page 22)

M. Schwartz, housefurnishings, Hecht Bros. & Co., Baltimore, d., 1150 Broadway.
W. P. Gotwait, housefurnishings and china, Lion D. G. Co., oledo, Ohio, 23 East 26th St.
Miss Pease, dolls, Seattle D. G. Co., Seattle, Wash., 440 4th ve.
H. Slason, housefurnishings, Boggs & Buhl, Pittsburgh, Pa., 40 Broadway.
W. B. Mahaffey, mdse. mgr., china and lamps, Boggs & Buhl, ttsburgh, Pa., 1140 Broadway.
R. M. Carlson, housefurnishings, R. H. White Co., Boston, ass., 432 4th Ave.
M. Warshausky, toys, Sol Klein, Chicago, Ill., 370 7th Ave.
M. Ballentine, china and lamps, J. L. Hudson Co., Detroit, ich., 225 5th Ave.
P. W. Dennison, toys, Erie D. G. Co., Erie, Pa., 432 4th Ave.
R. E. Mater, housefurnishings, L. S. Ayres & Co., Indianapolis, d., 225 5th Ave.

Fluctuation of Buying Power of $1

The purchasing power of the American dollar now mounts to only 65 cents, the department of labor announced in making public the results of a ten-year survey f the dollar's power from 1913 to 1923 and shows that : times the dollar has been able to purchase only 40 ents worth in American markets.

While the purchasing power of the 1913 dollar varied idely, at different periods, between different groups of ommodities, for all commodities, it was equal to more an a dollar in most of 1914 and 1915, but after that it eclined steadily in value until May 1920, when it equalled nly 40 cents, the survey stated.

In the second half of 1921, and the first part of 1922, it had advanced above 70 cents, but since that time it has declined and stood at 65 cents in June, 1923.

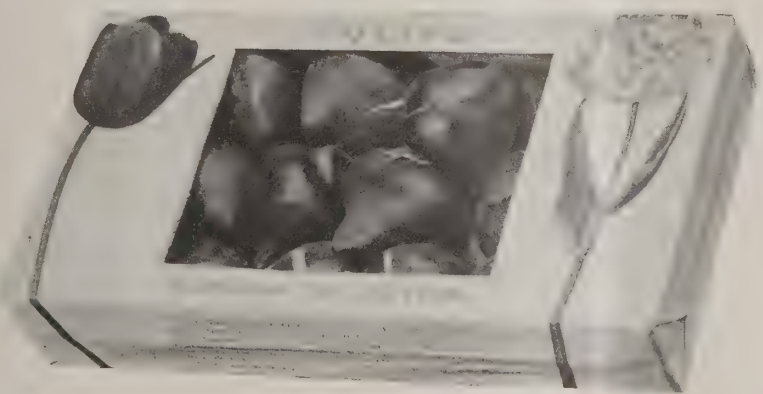
As applied to farm products the purchasing power of the 1923 dollar sank below 50 cents during the closing months of 1917 and continued downward to January, 1920, when it equalled only 40 cents. It shot upward to 88 cents in June 1921, and today in this group the average has been above seventy cents. In foodstuffs the low point of 40 cents was reached in May, 1920, with rising buying power thereafter, the average today being 70 cents.

The dollar would purchase more than a dollar's worth of clothing in 1914 and most of 1915, but sank below 30 cents early in 1920. This year it has averaged about 50 cents. The dollar's purchasing power has fluctuated more widely in the case of structural steel than of other building materials. With the inauguration of price control as a war measure in 1917, it increased to 50 cents and except for a brief period in 1920, has fluctuated above that, lumber averaging $1.50 in the first half of 1915 fell to 27 cents early in 1920. It now averages about 45 cents. Brick, showing a range in purchasing power of the dollar extending from $1.04 in 1915 to 34 cents in 1920, now averages about 45 cents.

In November 1914, the purchasing power of a dollar as applied to coke was $1.56.

Bituminous coal to a less extent shows the same variations as coke. From 1913 to the middle of 1916, the dollar averaged close to 100 cents in its purchasing power.

Paper White
Hyacinths, Tulips, Daffodils and Crocuses
Ready Now



Hyacinths, packed six in a box ....30c per box
Tulips, packed twelve in a box ....30c per box
Daffodils, packed twelve in a box .....30c per box
Crocus, Jumbo size, packed 12 in a box .....20c per box
Paper Whites, packed 12 in a box ... 35c per box
Tulips, Darwin, assorted packed 12 in a box ... 35c per box

Packed the new sanitary way for Gift Shop and retail stores in a neat, clean, damp-proof, dirt-proof box, with window top so bulbs can be seen. Culture directions for indoor and outdoor planting, with pictures of flowers they produce in true life color appear on box.

Pebbles (for indoor culture planting), packed in neat cloth bags of open-work material, so pebbles can be seen without opening the bag. Bags are colored red, green, blue, etc., and hold 1 pint. 6c each.

Terms, 30 days; 2% 10 days

New Amsterdam Bulb Co., Inc.

470 Greenwich Street New York City



Paperwhite Narcissus Growing in Water

FRENCH PAPERWHITE NARCISSUS BULBS

Are Cheaper This Year

12 ctm packed 1250 to case per 1000 $15.00
13 ctm " " " " " " $18.00
14 ctm " 1000 " " " " $21.00

F. O. B. New York—Ready Now

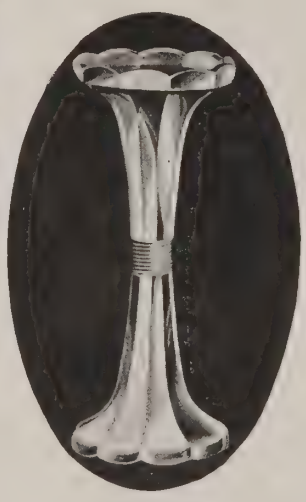
We are the largest direct distributors to the American Trade

F. Rynveld & Sons

61 Vesey Street, New York City

NEW MARTINSVILLE

No. 727—Twelve Inch Display Vase



We know you will order Ask for prices

A HANDSOME display vase in two parts that can be shipped knocked down — increasing packing from 100 to 200 per cent. Connection is by means of a heavy gauge nickel plated brass ferrule.

¶ Vase is true to measurement and a superior item in every way.

THE NEW MARTINSVILLE GLASS MFG. CO.

NEW MARTINSVILLE, W. VA.

HERE IT IS!

We know you want our individual, economical

Sanitary Sugar Bowls

In 3 Sizes

for tray and cafeteria service but perhaps you did not know where to buy them. We will fill your orders direct, and without delay.



We guarantee these bowls as represented

Write for Catalog and Prices

The Sanitary Sugar Bowl Co.

Successors to Schoenheit and Pierce

Manufacturers

6230 Penn Ave., Pittsburgh, U. S. A.

BOSTON NEWS NOTES

By

R. B. Hemenway, Representative

BOSTON OFFICE
98
MAY STREET
NEEDHAM
MASSACHUSETTS

WHILE we were being informed of the death of a crockery and glass dealer several weeks ago an incorrigible office boy rose to remark that beised the deceased had sold pottery the best place to bury n would be in "Potter's Field." "We'll all land there tty quick if business doesn't pick up soon," growled his is.

This must not be taken seriously however as an indicaof the way things are breaking. Business is proceedbriskly and it is expected to grow gradually better as season goes on. In the gift shop line, after a briei iod of dullness, orders began to come in again and hin the last few weeks many new shops have been ned.

Heavy cut glass is beginning to move as it has not done e the war. This is chiefly because of the excellent lity of the merchandise of this kind now available. exquisite hand cut product fell away during war days, fly because of the conservation ordered of materials d in cutting operations. Potash, for example, was not l at all, and the result was that the cut glass available n that period onward was dull and lacking in lustre fell far short of the quality which people had grown stomed to buying. Recently a change has come about local houses have been receiving samples which approximate if they do not surpass those of former days, the result has been an immediate stimulation in sales.

One dealer in glassware and specialties has added to his k a line of ladies' hats. This may seem strange to e, but these are no ordinary hats. Some of them are orted from Italy and others come from the Philippines. y are classed as gift shop articles. One hat which icted the writer's attention was of some material reoling jute and was so carefully woven as to resemble or velvet with a coarse nap. It is so flexible that one easily roll it up and put it in his, or rather, her pocket, n it or use it as a container to carry home the Sunday er without injuring it in the least.

rs. Margaret T. Munroe and Mrs. Marie Doherty, were employed at Jones, McDuffee & Stratton Co.'s, who were found guilty recently of larceny of merdise from the store to the value of $2200, after no han five attorneys made pleas for the two women and five young men implicated with them in the thefts, each given a six months' suspended sentence by e Murray in the local court. At the trial it was said all of the property taken by the two women had been recovered. In the case of the five young men who were charged with larceny in smaller amounts, each was given a suspended sentence of one month. They, however, will be obliged to make up among themselves the sum of $1000 for restitution, as all of the property which they are alleged to have stolen or received has not been recovered. Three of the five men were employed at the store and two delivered C. O. D. bundles.

Harold MacMillan of the Bon Marche Dry Goods Co., Lowell, Mass., was a visitor in town on Friday.

Frank Plant, formerly with the Edward Malley Co., New Haven, Conn., and the J. L. Chalifaux Co., Lowell, announces that he is now connected with the R. C. Reynolds Co. of Albany and Schenectady, N. Y.

A visitor to Boston during the past week was Carl T. Sloan of the Jeannette Glass Co., Jeannette, Pa.

A. E. Haskell, whose business address is at 19 Pearl St., has taken over the Jeannette Co.'s lie of merchandise and will act as their agent in New England territory.

J. F. Mahoney of Symonds & Adams, Haverhill, Mass., was in Boston calling on the trade.

Frank P. Judge, Jr., president of the National China C., Salineville, O., made a business trip to this city last week. Mr. Judge was accompanied by his local manager, E. E. Rogers.

Mr. Ashworth of Hamilton, Bermuda, has taken quite a liking to Boston and now makes it his custom to visit local dealers at least twice a year. He was a visitor last week.

A lease in the shopping district was closed recently which is of interest to the trade. The Massachusetts Institute of Technology leased the building at 11-13 Avon St. to J. White's Sons for a long term of years. After alterations this concern will open the store for the sale of household specialties.

The establishment of the E. H. Tate Mop & Cordage Co. on Sudbury St., Boston, wa sdamaged by fire last week. The Tate firm is well-known throughout the trade as one of the leading kitchen goods firms in this section.

(*Continued on page 30.*)

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

THE season for the use of dinner sets of quality and completeness is at hand. The society functions of the Fall and Winter months are invariably a stimulant to the sale of better grade dinner sets. Marshall Field & Co. sounded the key-note in a recent advertisement which announced the opening of a sale of dinner sets. All dinner sets with the exception of Wedgwood and Lenox were included in the sale, offering a large assortment of patterns, mostly open stock. Rock Crystal stemware, made in England was also featured last week at Field's. In addition to the English, there were American, Swedish and French Rock Crystal productions in a wide assortment of prices, shapes and cuttings.

Elmer Saunders, head of D. Saunders Mfg. Co., factory representative, has secured the representation of the Macbeth-Evans Glass Co. for the sale of their popular-priced line of plain and needle etched tumblers. Samples are now on display in the Saunders show room, Shops Building, 17 N. Wabash Ave.

Schuster's Stores in Milwaukee are building an extensive addition to their store at 12th and Vliet Streets. This will practically double the size of the store and give a full block frontage on Vliet. This is a good example of the success of an outlying store, more than two miles from the heart of the business section of Milwaukee.

The Phillips Furniture Co., located at 63rd and Halsted Streets, one of Chicago's outlying business sections, became a corporation last week. The capital stock of the company is $100,000, and a retail store is maintained for the sale of furniture, dinnerware and housefurnishings. The owners are H. R. Grumbiner, Samuel Phillips and L. W. Beilenson.

The Great Northern Lamp & Shade Corp., with offices and factory at 66 East 22nd St., received a state charter last week which enables them to do business as an Illinois corporation. The company manufactures lamp bases, shades and novelty lamps. Those interested in the concern are Charles Mitchell, Joseph Binder and R. F. Perlman.

E. W. Newton, head of Earl W. Newton & Associates, manufacturers representatives, 9 N. Wabash Ave., is making a trip to St. Paul and other northwest points this week.

Among the buyers in the Chicago market last week were: A. Beck of the Beck Jewelry Co., Michigan City, Ind.; A. H. Craig of Pays Art Store, Sioux Falls, S. D.; M. A. Chapin of H. A. Chapin Co., Ft. Dodge, Iowa; M. P. Messner of the Nifty Gift Shop, Kankakee, Ill.; M Wolfe of Wolfe & Dessauer, Ft. Wayne, Ind.; H. A Hullett of Marshall, Mich.; M. Deals of the Deals-Drum mond Co., Janesville, Wis.; Ben Overstreet of Ove street's store in Paxton, Ill.; Mr. Lindberg of Lindberg Johnson, Sycamore, Ill.; Mrs. Rickicaby of The Art an Gift Shop, Benton Harbor, Michigan; M. L. Willoughl of the Willoughby store at Beldon, Mich., and Mr. Stahl the Wyne-Dever Dry Goods Co., Dubuque, Iowa.

A large bottle factory at Coshockton, O., is being r modelled and new equipment is being installed for t making of table glassware. The Coshockton Glass Cor composed of a group of Bellaire, O., business men will ready for production by the first of November, if pre ent plans work through on schedule. Harry A. Neff president of the company, C. H. Dankworth is vice-pre dent and J. C. Landkrohm is secretary-treasurer. T corporation has secured the services of Philip Ebeling well known glass maker, to take charge of the facto The principal product of the new glass company will automatic machine pressed tumblers, although bow vases, sugar and creams, and other specials will also made. The Ira A. Jones Co., 9 N. Wabash Ave., h been appointed exclusive sales representatives for Chica and the middle-west.

The Gifts, Art Wares & Novelties Association held meeting on Thursday night of last week at the Palm House. The preliminary report of the treasurer was re by Mal Flesham and the complete report will be ready the association at the next meeting Oct. 11. The Pre dent appointed the nominating committee for the ann election in October. Discussion of the establishment o credit bureau in the gift trade and the revision of the sociation's mailing list was the principal business of meeting. A committee consisting of Walter Larson, Jo Bowman and Geo C. Geigel was appointed to investig the possibilities of establishing such a credit bureau or affiliation with another credit bureau in an allied trad

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Dominican Republic Imports

Imports into the Dominican Republic for the calen year 1922, of earthenware, china and pottery and products amounted to $40,975, compared with $275,3 for the year 1921. The United States furnished war to the amount of $35,115 in 1922 and ware valued at $2 138 for the year 1921. Imports of glass and glassw amounted to $1,511 for the year 1922 and $23,640 o 1921, of which the United States supplied ware value $1,327 in 1922 and products valued at $23,552 in 192

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

HELM & SOUKUP
Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

KELLY & REASNER
Representing McKee Glass Co.; Eagle Mfg. Co.; Indiana Glass Co.; Lippincott Glass Co.; N. Northwood Co.; Mound City Glass Co.; D. C. Jenkins Glass Co., and Geo. R. West & Sons.

THE McANULTY CO.
Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER
Direct Representative Lamps, Shades, Dinnerware, Glassware, Aluminum, Baskets, Nickel, Copper, Silverware, etc.

LEWIS H. SIMPSON & CO.
Representing Athens Glass Co., Fenton Art Glass Co., Huntington Tumbler Co., New Martinsville Glass Mfg. Co., and H. R. Wyllie China Co.

Note—Concerns wishing to secure space in this building for display purposes should apply to

ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street



Visit the Palmer House

Albright China Co., Room 25
Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,
Phone, Dearborn 4700

Potters Co-operative Co., Room 684
Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.

While in Chicago Visit
STETSON CHINA CO.
1535-37 S. State Street
Phone Calumet 0876
We are prepared to make immediate shipments.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.

Harry G. Dalzell
Phone
Central 3497

WALTER B. ANDREWS
30 East Randolph Street
Corner Wabash Avenue
Room No. 405

Representing

MONONGAM GLASS CO.
CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

---

9 N-WABASH AVE

Ira A. Jones Co.
North Wabash Avenue
Chicago

DINNERWARE
Pope-Gosser China Co.

GLASSWARE
Seneca Glass Co.
Susquehanna Cut Glass Co.
National Glass Novelty Co.

LAMPS AND SHADES
The H. E. Rainaud Co.
Wood Art Co.
Century Lamp Mfg. Co.
Haven Co.
Shepherd Co.
Burke Studios
Phone Central 1606

Earl W. Newton & Associates

GLASSWARE
Imperial Glass Co.
Economy Tumbler Co.
Marion Glass Mfg. Co.
The Earl W. Newton Co.

DINNERWARE
Hopewell China Corporation

HOUSE FURNISHINGS
Sauquoit Toilet Paper Co.
Kewaskum Aluminum Co.
Schlueter Mfg. Co.
American Woodenware Co.
Acme Rubber Mfg. Co.
Phone Central 3236

9 N-WABASH AVE

TO LET

Why not Move In?

Rent at Pre-War Level

THE SEBRING POTTERY CO.
Mr. W. L. Gerald
4523 Racine Ave.
Chicago, Ill.
Phone: Edgewater 2380
Display Room, 1319 So. Michigan Ave.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

HELP WANTED

CHINAWARE salesman for the following states, Wisconsin, Iowa, Minnesota, Kansas, Missouri, Texas, North and South Carolina, Louisiana, by well established dinnerware pottery. Must cover territory closely and have proven record for results. To such a one we offer a permanent and profitable connection. Box H, Sebring, Ohio.

A WELL established Dinnerware Pottery wants Sales Manager who is experienced and successful in organizing and managing a national sales force calling on the small general stores as well as the larger trade. In reply mention age and salary expected, also how employed at the present time. All correspondence strictly confidential. Box 271, care CROCKERY AND GLASS JOURNAL.

WANTED: Capable young man who has had experience in the selling of glassware and lamps to call upon the trade in the Metropolitan district. Splendid opportunity for right party. When answering, state age, experience, etc. Box 279, care CROCKERY AND GLASS JOURNAL.

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all COLORS. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

Boston News Notes

(Continued from page 27)

J. Leonard White of the H. P. & H. F. Hunt firm has returned from his southern trip and is now touring New York State with his trusty samples. The Hunts have received some new merchandise from the Silver City Glass Co., Meriden, Conn., in which is included a number of pieces of beautifully cut and engraved glass. From the Fenton Art Glass Co., Williamstown, W. Va., they have received new five-piece smoking and seven-piece coaster sets in assorted colors.

E. A. Roworth seems to be entitled to the Croix de Guerre with a whole bushel of palms. Mr. Roworth is on the Hunt's staff of salesmen. Last year the subject of changing his territory was gently broached to him. He displayed no emotion, so consequently was sent up to Maine and New Hampshire. That was no Jan. 1. He's been there ever since and what is more, his bosses ha not laid an eye on him since. But they have laid extremely approving eye on the results which he has a complished during that time. As a rule, salesmen do r salute the announcement that they are to carry the colo into this territory with uproarious cheers—not throu any aversion to the good people of the Pine Tree St but because of the long severe winters and the fact th the towns are for the most part small in population a long distances apart. Mr. Roworth is a good jumper. H has to be. Snow drifts twelve feet deep, rivers full floating ice and washouts along the road are conditio which have the same effect on a salesman's ambition an elderly egg, vigorously propelled, has upon the aspi tions of an amateur actor. But these are only a few of things with which Mr. Roworth has to contend. He h no automobile, but he has three husky trunks and th is all he needs.

OBITUARY

W. B. Kemp

W. B. Kemp of the W. B. Kemp Co., Coolidge Corn Brookline, Mass., died last Sunday morning at his home that town. Mr. Kemp was suddenly stricken wi apoplexy on Saturday and never regained consciousne He had been in the employ of others and in business t himself for about twenty-five years in the kitchen fu nishings trade. He established the firm which bears s name about five years ago at 296-A Harvard St., Bro line.

What the Potteries Are Doing

(Continued from page 23)

C. E. Berlinger, dinnerware buyer for the McCry stores, with headquarters in New York, has been spendi a season in the local market looking up back orders, d anticipating the future market.

Other buyers in the district included F. H. Oberme of the Krenning, Westerman China Co., and A. A. Blas enmeister, with the Nugent stores, both of St. Louis.

The many friends of Fred N. Nye, dinnerware buy for the Auerbach Co., Salt Lake City, Utah, will be pleased to learn that he has recovered from a recent se re illness, and that he is again able to be at his desk. F. Nye only a few days ago was discharged from a hospi where he underwent a serious operation.

German Imports and Exports

According to the general classification of the *Statistis Reichsant*, German imports of earthenware amounte to 163,100 metric tons in 1913, 140,238 and 140,238 metric tons in 1922. Imports of glass and glassware amounte to 16,620 metric tons in 1913 and 15,058 tons in 1922. Ex ports for a like period amounted to 178,750 metric to

OXIDES — SULPHATE **COBALT** NITRATE—CARBONATE

POWDER BLUE

B. F. DRAKENFELD & CO. INC.
ESTABLISHED 1869
50 Murray Street, New York Potters Savings & Loan Building, East Liverpool, O.

The Roessler & Hasslacher Chemical Company NEW YORK
BRANCHES:
Cleveland, O. Chicago, Ill. Trenton, N. J. Boston, Mass. Philadelphia, Pa. San Francisco, Cal.
New Orleans, La. Pittsburgh, Pa. Kansas City, Mo.

Fac-Simile of Label "Made in America"

Liquid Bright Gold
Overglaze—**Colors**—Underglaze
Liquid Lustre Colors—Oxides and Bodies for Decorating and Coloring

CHEMICALS
Minerals and Oxides
—for—
Pottery, Glass, Enameled Ware, Tile, Clay Products

America's Leading Ceramic Material House

Highest Grades.

LIMOGES CHINA



THE LIMOGES CHINA CO., SEBRING, O.
New York Representative
E. V. Weiss, 874 Broadway, corner 18th Street
Telephone: Stuyvesant 6667

Paper White Narcissus
Sound—Well Graded—Up To Size
This Is Important
12 Centimeters (1250 per Case)
13 Centimeters (1250 per Case)
14 Centimeters (1000 Per Case)
It will pay you to get our prices
You will find them and the stock right
Just Drop a Card
S. S. Skidelsky & Co.
53 Park Pl. New York
For
BULBS SEEDS PLANTS SUNDRIES

earthenware in 1913 and 560,491 tons in 1922. Glassware exports for 1913 were 245,810 metric tons, and 143,-19 tons in 1922. Exports of decorated china to the United States for 1922 totaled $522,672 in value; white ware $1,072,859.

Merchandising News

(Continued from page 20)

English" designs by Staffordshire potters; and French China, at $68 to $355 direct from the great potters of Limoges; Theodore Haviland, Charles Field Haviland, Luyat, Guerin, L'Union Ceramique, Vogt and Dose and Vignaud. An unprecedented assortment of fine crystal, at a fifth to one half than former price, adds to the splendid offerings in the September sale

Goldberg Resigns Vice-Presidency of Pfeifer Co.

L. C. Goldberg has resigned as vice-president and general merchandise manager of the Albert Pfeifer Co., Providence, R. I., and has sold his interest in that concern to Albert Pfeifer, president. Mr. Goldberg was for ten years general merchandise manager for Brager's, Baltimore. He left that concern two years ago, having purchased a half interest in the Dimond Co., Providence. Subsequently the other half interest was bought by Albert Pfiefer and the company assumed its present name. Prior to going with Brager's, Mr. Goldberg was for ten years general merchandise manager for A. I. Namm & Son, Brooklyn, N. Y.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *73 Barclay St.*
"The Dinnerware House of America."

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND SPODE CHINA AGENCY, *43 West 23rd St.*
Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *135 Fifth Ave.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND & CO., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, *39-41 West 23d St.*
Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., *105-107 East 164th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China Metal Goods and Housewares Trades

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AS THE EDITOR SEES IT

NEWSPAPER SPACE AND SALES

AN old adage expresses a full measure of common-sense in the trite phrase, "don't let the grass grow under your feet." Everyone has heard this axiom so many times that it has practically lost its significance. But while it is an old saw and rather rusty by reason of its age, it cuts just as well as ever, providing it is rightly used. And as the phrase may be transcribed in various ways to express the same truth, we might call it taking advantage of opportunities. But whatever we call the state of alertness, snap and energy, the resourcefulness of city stores to build sales was well illustrated during the newspaper strike here in New York.

THE newspaper has become to be regarded as essential as the morning meal, and when the pressmen struck and the metropolitan dailies consolidated to print a few pages, news naturally crowded out all but a very few small advertisements. With many special merchandising events prepared, this cutting off of practically all ad space for the stores was a heavy blow. But the stores did not let the grass grow under their feet and a variety in recourcefulness made itself evident at the beginning of the strike. The stores did not combine to effect concerted action, but each ad department of the various stores did what it could to put the store's message over to the public.

IT is interesting to see how many methods were successfully used for this common purpose. Posters were used and tables in the stores were utilized to display the regular full-page proofs of the advertisements, which most stores prepared as usual. Taking advantage of the publicity afforded by the store front, Gimbel Bros. used large lettered signs in their windows, saying: "Hundreds of special offerings today. Due to the present emergency, we are unable to present our usual newspaper announcement. However, our customers will find a larger-than-usual quota of excellent specials on sale. Walk through. Specials in all sections." In addition to this, tables at the entrance were piled high with the ads which were prepared for the newspapers.

IN the store of R. H. Macy & Co. a similar use of ads was made and proofs were posted in the windows of the store. At the John Wanamaker store, a copy of "Emergency News" was handed to all who visited the store by a uniformed page at the entrance. This was a two-page advertisement, and bulletins were sent to all customers by mail. Practically all the big stores, and many of the smaller individual stores, used the suburban papers. And all stores took advantage of the excellent publicity available in their delivery service by including proofs of their advertisements in all packages. While Bloomingdale Bros. were in the midst of preparing for their 51st Anniversary Sale, they continued their plans, and took advantage of every channel of advertising available. Posters throughout the store were extensively used and customers were informed of sales through direct-mail contact. Frederick Losier, Abraham & Straus, Namm & Son and other Brooklyn stores followed the same methods and made large use of their window space to display proofs of their customary newspaper advertising.

WHILE there can be no question but that sales were affected by the strike, the sudden cutting off of newspaper space was offset so far as humanly possible by taking every possible advantage of other publicity channels. And the resourceful manner in which the progressive stores most thoroughly accomplished a hard job is a pretty good example of that old adage about not letting grass grow under your feet. Of course there is no room for it in a big city but there is no room for it in any live store in the country either. Be resourceful and push your sales in bad weather and fair.

How Big Are Store Profits?

With Guesses Eliminated and Only Authentic Data Considered, Research Bureau Finds Modest Profit in Actual Figures

UPON the statistical reports of 340 department stores with net sales below $1,000,000 in 1922, the Bureau of Business Research of Harvard University announces in a bulletin just issued, that the common figure of these stores for total expense was 27.1 per cent of net sales. The common figure for gross margin was 27.8 per cent. For net profit the common figure was the extremely small one of seven-tenths of one per cent (0.7). The common rate of stock-turn was 2.4 times per year.

Of the above firms 158 submitted statements which were fully comparable for the years 1921 and 1922. These showed a decrease in aggregate sales volume of approximately 5 per cent. With these same concerns the common figure for gross margin increased from 26.8 per cent of net sales in 1921 to 27.9 per cent in 1922, and the total expense increased from 26.1 per cent of net sales in 1921 to 27 per cent in 1922. However, the net profit increased from 0.7 per cent of net sales in 1921 to 0.9 per cent of net sales in 1922. The rate of stock-turn decreased from 2.7 times in 1921 to 2.5 times in 1922.

During the fiscal year 1922, the bulletin adds, the average inventory of merchandise in these 158 stores increased 2.4 per cent.

In 151 department stores with net sales of $1,000,000 and over in 1922 the common figure for total expense was 28.6 per cent of gross sales. The common figure for gross margin was 32 per cent. The common figure for net profit shown by these 151 stores was 3.4 per cent, and the rate of stock-turn was 3.5 times per year.

There were 104 grms with net sales of a million dollars and over whose reports were fully comparable for 1921 and 1922. These showed an increase in aggregate sales volume of approximately 2.1 per cent. For these same firms the common figure for gross margin increased from 30.2 per cent of net sales in 1921 to 32.1 per cent in 1922. The total expense increased from 28.3 to 28.7 per cent. The net profit increased from 1.9 to 3.4 per cent of net sales. The rate of turnover remained the same, viz., 3.7 times for both years. The average inventory for merchandise for these 104 department stores increased 5.9 per cent during 1922.

The bureau was also able to make separate tabulations for 31 specialty stores. These showed a common figure for total expense of 29.4 per cent of net sales. The gross margin figure was 31.9 per cent and the net profit 2.5 per cent. The rate of stock-turn was 4.3 times a year.

It is pointed out that these specialty stores attained a more rapid rate of stock-turn for 1922 than either the department stores doing a business of less than a million or those with sales over that figure. The average inventory in the specialty stores decreased 1.3 per cent during 1922.

The total number of reports for the year 1922 received by the bureau was 562, these coming from department stores in 45 states, the District of Columbia, Hawaii and Canada. But not all of these reports could be used in the tabulations. Some were not sufficiently detailed, others were received after the tabulations had been completed. Hence, the summary is based on reports from the 340 stores doing a business of less than a million, the 151 whose sales exceed that sum and the 31 specialty stores, as above mentioned.

The schedule used for the collection of the figures was based on the standard classification of accounts prepared and published by the Controllers' Congress of the National Retail Dry Goods Association and the bulletin further states that the entire cost of the survey and of preparing and publishing the bulletin was met out of funds provided by that association.

Salaries and Wages

As our readers well know, by far the largest item in store operating expense is that of salaries and wages. This item for the 340 firms having net sales of less than a million dollars shows a common figure of 14.9 per cent. It ranged, however, from 14.4 to 15.4 per cent, according to the sales volume, the lower figure being shown by the stores doing less than a $250,000 business.

The salaries and wages expense percentage is also shown to have varied according to the geographical location of the stores, being 15.5 per cent in stores in the Boston, New York and Philadelphia Federal Reserve districts, 14.5 in the Cleveland, Chicago and St. Louis districts, 14.4 in the Richmond, Atlanta and Dallas districts and 14.9 in the Minneapolis, Kansas City and San Francisco districts.

The close relation between the salaries and wages expense item and turnover frequency, as also that of total expense and stock-turns, is made manifest in the bulletin. In 96 of the stores doing a business of less than a million which had stock-turns of less than two times, the common figure for salaries and wages expense was 15.3 per cent. In 121 stores with turnover of from 2 to 2.7 times, the common figure was 15 per cent, and in 122 stores with turnover of 2.8 times and over, the common figure for salaries and wages expense percentage was 14.4 per cent.

The common figure for salaries and wages expense for the stores doing a business of $1,000,000 and over was 15.4 per cent.

This expense figure in the case of all the stores reporting comprises all salaries and wages paid to officers and

mployees, except "salaries" drawn by inactive partners.

As in the case of the stores doing a business of less than million, those doing a million and over show a variation n the common figure for salaries and wages according to he section of the country in which they are located. The ighest figure, 16.4 per cent, was shown by stores in the Minneapolis, Kansas City and San Francisco Federal Reserve districts. The next highest, 16.3, is shown by the tores in the Richmond, Atlanta and Dallas districts. A ommon figure of 15.3 per cent is shown for salaries and rages by the stores in the Cleveland, Chicago and St. Louis districts, and the lowest figure, 14.3 per cent, is that or the stores doing over a million in the Boston, New York and Philadelphia districts.

The common figures for other expense items for the tores doing less than a million are as follows:

Rentals	2.3
Advertising	2.1
Taxes (except on buildings and income)	0.7
Interest (on capital borrowed and capital owned)	2.6
Supplies	0.6
Service purchased (heat, light, power, delivery)	0.7
Unclassified	1.0
Traveling	0.4
Communication	0.2
Repairs (except on buildings)	0.5
Insurance (except on buildings)	0.5
Depreciation:	
Losses from bad debts	0.3
Other depreciation (except on buildings)	0.5
Personal services	0.1

For the stores doing a business of $1,000,000 and over ie common figures for the other items of expense were:

Rentals	2.9
Advertising	2.9
Taxes (except on buildings and income)	0.5
Interest (on capital borrowed and on capital owned)	2.1
Supplies	1.0
Service purchased (heat, light, power, delivery)	0.6
Unclassified	1.1
Traveling	0.4
Communication	0.2
Repairs (except on buildings)	0.2
Insurance (except on buildings)	0.4
Depreciation:	
Losses from bad debts	0.2
Other depreciation (except on buildings)	0.6
Professional services	0.1

Parcel Post Revenue

The parcel post in the first ten years of its existence as brought into the Post Office Department revenues otaling about $1,100,000,000.

In 1921 alone, department records show, 1,071,000,000 packages, weighing from a few ounces to 70 pounds, were carried in the mails as parcel post. In the first year, 1913, the total was 417,000,000. In 1913 parcel post revenues amounted to $40,038,163, and in 1921 had climbed to $139,605,717. Figures for the fiscal year of 1922 are not yet complete, but it is estimated the revenue will approximate $160,000,000.

Retail Trade More Active

Retail business in August was considerably more active than in July and sales in all reporting lines were larger than a year ago, according to the Federal Reserve Board. Sales of chain music stores were 24 per cent larger than in July, which was more than the usual increase at this season, and sales of five and ten-cent stores and cigar stores increased 7 per cent and 6 per cent, respectively. The August trade of mail order houses and grocery stores was of about the same volume as in July, but mail order sales were 28 per cent larger than in August, 1922.

Department store sales increased 8 per cent in August and were 13 per cent larger than a year ago. The most pronounced gains during the month occurred in the Chicago, San Francisco and Minneapolis districts, while the only decline in business occurred in the Richmond district and was comparatively small. Demand for house furnishings and men's and women's clothing has been particularly large in all sections of the country. Stocks of merchandise at department stores increased about 8 per cent during August, as is usual in preparation for fall trade, and were 12 per cent larger than on August 31, 1922. The volume of both stocks and sales continues to be relatively larger in industrial districts than in agricultural districts.

Detailed statistics showing the trend of chain store sales and department store sales and stocks by Federal Reserve districts are shown in the following tables:

(Average month 1919=100)

	Dept. stores, 306	Mail order houses, 4	Five & Ten 4
1922—			
July	80.1	58.4	126.3
August	87.2	57.2	130.4
September	106.2	75.1	136.1
October	129.9	108.7	156.6
November	130.1	110.4	152.3
December	186.1	107.8	279.2
1923—			
January	100.0	88.4	115.9
February	88.4	83.6	117.4
March	122.6	112.8	163.4
April	118.2	101.9	143.0
May	127.8	97.0	154.6
June	123.2	86.6	155.1
July	90.4	74.1	143.9
August	97.8	73.3	153.7

Polish Glass Industry Active

According to Commisisoner E. Baldwin, Warsaw, a recent survey conducted by the Rzeczpospolita indicates that 9,300 workmen are now employed in the Polish glass industry, in foundries which have an annual production of 72,000 tons of glass. There is room for the employment, however, of about 700 more men, which

would increase the annual production of glass by about 5,700 tons. The annual export of glass, chiefly for table use, averages about 829 tons.

Summary Imports and Exports

The foreign trade of the United States for the month of July shows an increase in both imports and exports over the preceding month. Department of Commerce figures for the month of July, corrected to August 24, follow:

Import

	1922	1923
China, not decorated	$ 42,102	.....
China, decorated:		
From France	.....	$ 72,696
" Germany	.....	226,653
" United Kingdom	.....	3,881
" Japan	.....	323,537
" Other Countries	.....	69,511
Total	.....	$696,278

For Seven Months Ending July

	1922	1923
China, not decorated	$331,409	.....
China, decorated:		
From France	.....	$ 329,066
" Germany	.....	1,090,760
" United Kingdom	.....	25,390
" Japan	.....	1,410,336
" Other Countries	.....	366,315
Total	$331,409	$3,221,867
Earthenware, not decorated	$ 21,529	.....
Earthenware, decorated	328,534	.....
Total	$350,063	.....

For Seven Months Ending July

	1922	1923
Earthenware, not decorated	$ 168,774	.....
Earthenware, decorated	2,522,489	.....
Table, Toilet and Kitchenware, plain	.....	352,548
Decorated	.....	2,083,553
Total	$2,691,263	$2,436,101

	1922	1923
Glassware, cut or decorated	$183,326	$132,515
Blown glassware	.....	111,501
Total	$183,326	$246,016

For Seven Months Ending July

	1922	1923
Glassware, cut or decorated	$1,155,086	$ 694,109
Blown glassware	.....	689,574
Total	$1,338,086	$1,383,683

DOLLS AND TOYS

	1922	1923
Dolls and parts of dolls	$133,793	$ 55,712
Other toys	436,305	673,990
Total	$570,098	$729,702

For Seven Months Ending July

	1922	1923
Dolls and parts	$ 722,755	$ 999,345
Other toys	3,113,227	3,826,687
Total	$3,835,982	$4,826,032
Table and kitchenware of metal, enameled or glazed	$ 33,354	$ 18,397

For Seven Months Ending July

	$249,655	$140,396

Export

China and Porcelain:

	1922	1923
Table, Toilet and Kitchenware	$14,129	$16,122
All other	6,400	14,227
Total	$20,529	$30,349

For Seven Months Ending July

China and Porcelain Ware:

	1922	1923
Table, Toilet and Kitchenware	$115,659	$107,314
All other	76,598	85,508
Total	$192,257	$192,822

Earthen and Stoneware:

Table, Toilet and Kitchenware	$11,308	$ 5,926
All other	56,552	85,455
Total	$67,860	$91,381

For Seven Months Ending July

Earthen and Stoneware:

	1922	1923
Table, Toilet and Kitchenware	$62,311	$ 44,870
All other	558,338	525,345
Total	$620,649	$570,215

GLASSWARE

	1922	1923
Table glassware, plain	$119,738	$205,621
Table & other gl'ware, cut or engraved	14,297	17,640
Globes and shades	28,675	44,498
Total	$162,710	$267,759

For Seven Months Ending July

	1922	1923
Table and glassware, plain	$ 672,273	$1,286,718
Table & other gl'ware, cut or engraved	87,129	128,288
Globes and shades	242,518	257,431
Total	$1,001,970	$1,672,437

DOLLS AND TOYS

	1922	1923
Dolls and parts of dolls	$ 19,607	$ 18,425
Other toys	126,286	150,573
Total	$145,893	$168,998

For Seven Months Ending July

	1922	1923
Dolls and parts of dolls	$ 83,532	$107,079
Other toys	599,816	876,418
Total	$683,348	$983,497

TABLE AND KITCHENWARE OF METAL, ENAMELED OR GLAZED

For Seven Months		*Ending*	
1922	1923	1922	1923
$54,593	$133,060	$33,648	$761,226

Lamp Dealers Win Import Decision

Importers win in the first test case under the much contested Paragraph 1430 of the Tariff Act of 1922. In reducing the rates on imported ornaments, known as bullion fringes and tassels, Judge Howell finds that Congress did not mean to extend the provisions of Paragraph 1430 so as to nullify other specific provisions and bring within that paragraph a class of articles that Congress clearly did not intend to have embraced therein.

This, in the opinion of prominent customs experts here establishes the most important guide for customs appraising officers that has so far been laid down by the courts under the provisions of the 1922 act. It means, they stated recently, that the courts will very probably place a liberal construction upon Paragraph 1430 or any other paragraph which embraces so many articles, thus setting aside the present practice whereby appraising officers apply the 1430 provisions to many articles specifically provided for elsewhere.

The protests in this case were filed with the Customs Board by William R. Noe & Sons and Hirschberg, Schutz & Co., of New York. These concerns were represented by George J. Puckhafer, of Comstock & Washburn, while the Government was represented by Oscar Igstaedter, of Assistant Attorney General William W. Hoppin's office.

The merchandise in question, consisting of fringes and tassels, composed in chief value of bullions, was classified under Paragraph 1430 and duty exacted at the rate of 90 per cent ad valorem. In a lengthy opinion, which goes into this subject exhaustively, Judge Howell finds that duty should have been taxed at the rate of but 55 per cent ad valorem under Paragraph 385.

"The provisions of Paragraph 1430," Judge Howell writes in conclusion, "will undoubtedly invade other provisions of the act, but we do not think that the paragraph should be held to nullify a specific provision like the one we are here considering in Paragraph 385, where the legislative history of the enactment would indicate that the Congress clearly intended otherwise."

In view of the wide importance of this ruling it is very likely that an appeal will be taken to the United States Court of Customs Appeals in Washington by the Government in an effort to reverse the findings of the lower customs tribunal. Importers are hopeful, however, that the appeal court will affirm the principle of law established by Judge Howell.

Prompt Deliveries and Turnover

The growing tendency among retailers to increase their rate of turnover through buying in smaller quantities is likely to require more convenient wholesale sources of supply to facilitate prompt deliveries, declares a pamphlet just issued by the Domestic Distribution Department of the United States Chamber of Commerce and available now for distribution. This report urges more familiarity with scientific warehousing as a means for lowering the costs of distribution and recommends that merchants and manufacturers shall study their peculiar problems and their possible relation to public warehousing.

Some of the obvious elements which might bring about economies in merchandising through a study of the subject are shown in the following seven items: (a) Amount of capital investment for the maintenance of private warehouses; (b) Bare operating costs of storage under public and private warehousing methods comparatively; (c) publicity value of private warehouses; (d) Intangible value of specialized services offered by public warehouses; (e) possibilities of reducing the costs of distribution within a given area or of increasing the area without increasing the costs; (f) relative costs of additional warehouses to supply a given area; (g) consideration of negotiable warehouse receipts as a means for enlarging the volume of a business.

The pamphlet states that the day of public warehousing operated according to efficient and scientific methods is rapidly being approached and will tend materially to result in economies in distribution. "Practically every commodity sold in retail stores is entrusted to general warehousemen during the process of distribution" the pamphlet reads. "Not all of all commodities of course are entrusted to general warehousemen but from the farm to the fireside, food, wearing apparel, hardware, drugs, stationery and tobacco undergo storage and the impulse toward the use of general warehouses has only begun to gather force.

"Proper storage is a science, no longer a mere piling of goods in an ill-lighted, possibly ram-shackle old building used for that purpose because it may have been fit for nothing else. A thoroughly modern general warehouse is of fire proof construction, equipped with a sprinkling system, well illuminated and provided with efficient conveying and stacking machinery. Usually there is a fleet of automobile trucks as a part of its equipment and usually it is connected with one or more trunk-line railroads by means of its own side tracks."

The pamphlet entitled "Warehousing and Transportation Economies in Distribution" is being distributed without cost upon application to the Domestic Distribution Department, U. S. Chamber of Commerce, Washington.

Market for Electrical Appliances In France

According to Consul W. R. Scott, Nancy, there undoubtedly exists in eastern France an undeveloped market for household appliances, especially for articles of a labor-saving character. The tendency is to employ fewer and fewer domestic servants, the housewife relying more and more on mechanical adjuncts. In the highly industrialized Nancy district, servants are expensive and difficult to obtain, girls preferring to work in shops or factories. The use of electricity accordingly has become very general and electric household devices can be readily installed in the average home.

The people of the Nancy district are serious-minded, industrious, and thrifty, and will purchase articles of demonstrated practical utility. They do not hesitate to pay a relatively high initial price for quality. In the process of educating them to appreciate the usefulness of our American appliances, therefore, there is said to be no difference between the populace of Nancy and that of a locality in the United States, where the sale of commodity has not yet been pushed.

There is only one local firm exclusively devoted to the sale of modern household appliances. It has been operating about one year and reports average gross monthly sales of approximately 50,000 francs. Up to now it has handled only French and American products. Its advertising campaign has been pushed largely by means of window demonstrations, and the publication of a monthly household journal, but it also runs the usual advertisements in trade papers. The manager states that the business is growing and that the firm has in contemplation a series of chain stores in this locality. Two of these are now in operation, one at Epinal (Vosges) and the other at Neuve Maison (Meurthe-et-Moselle). Others are to be inaugurated at Luneville (Meurthe-et-Moselle) and Longwy (Meurthe-et-Moselle) in the near future.

Small electrical appliances sold at present in the shops of Nancy are mostly of French make. Prices are comparatively low, vacuum cleaners retailing at 700 to 800 francs. American washing machines, with a French motor installed, bring about 1,000 francs. No sales of dishwashing machines are reported. (American exporters desiring to enter this field may obtain the name and address of the firm above referred to from the Electrical Equipment Division, Bureau of Foreign and Domestic Commerce, Washington, D. C., No. 105070.)

Pogo Sticks Not Toys

Sustaining a protest of Paul Forbriger & Co. and the Pogo Company, the Board of United States General Appraisers finds that imported pogo sticks are not classifiable as toys. The articles in question were taxed as toys, on entry through the customs here, at the rate of 35 per cent ad volorem under Paragraph 342 of the Tariff Act of 1913. Judge Sullivan now finds that they should have been assessed at the rate of but 15 per cent ad volorem under Paragraph 176 as manufacturers in chief value of wood.

While this test case was filed under the 1913 law the principle established will undoubtedly apply to entries of similar goods under the present tariff law. Judge Sullivan points out in sustaining the claim of the importers that these sticks are not used as toys, but as exercisers by both children and adults.

Buying Power of $1 Equals 64c

Prof. Irving Fisher of Yale University announced that last week's prices averaged 155 per cent of pre-war level. The purchasing power of the dollar was 64 6-10 pre-war cents. The average of prices for September was 155 per cent, and the dollar's purchasing power 64 4-10 pre-war cents. The quarterly price average was 154 per cent, and the dollar's purchasing power 64 9-10 pre-war cents. Crump's index number was 147. The September average was 147.

Chemical Exposition a Marked Success

As the Chemical Exposition closed at the Grand Central Palace on September 22, plans for the 1925 exposition were already under way. At a meeting of exhibitors, the advisory committee and management on September 20, preliminary arrangements for 1925 were made. The week of September 28 to October 3, 1925, and the Grand Central Palace, New York, were the time and place finally decided upon. Announcement was made at the close of the exposition on September 22 that over seventy-five per cent of space on the first floor had already been contracted for in the 1925 exposition by present exhibitors. Broad changes and new developments for 1925 are already being considered in the formulation of early plans.

All products shown at the Chemical Exposition were of American manufacture with the exception of a few Canadian exhibits of chemical raw materials. Among the products shown were all types of chemical equipment and machinery, many of the exhibits showing the machines in operation, chemicals, ceramics, porcelain and chemical stoneware, lacquers, instruments, containers from small glass vials up to steel tanks and cylinders, furnaces, filter presses, materials, belting, various mills for grinding and pulverizing, laboratory equipment, etc. A number of exhibits showed actual plant operations with the use of their products. Practically all booths contained some new feature or development which had not been shown in 1922. Many exhibits were new products and ideas throughout. About 400 exhibits were housed at the Grand Central Palace this year.

Electrical Household Utilities to Be Featured at Coming Electrical Show

The harried housewife who wonders where the time is coming from for all her household duties or where she is to find help for the tasks that are beyond her strength will read the answer at the coming electrical exposition. In a hundred or more exhibits of the Electrical Show on the three floors of the Grand Central Palace from Oct. 17 to 27 the housewife will be shown how electricity has been harnessed to all the household tasks. Every department of the home will be shown, each with its corps of well trained electrical servants. To attempt to list all these uses of electricity would mean to start with the electric furnace stoker in the cellar and end with the radio aerials on the roof. And in between would be ranges, ice-boxes and food mixers in the kitchen, washing, ironing and drying machines in the laundry, dishwashers and silver polishers in the pantry, table cooking devices in the dining room, artistic lamps, phonograph winders, and electric pianos in the parlor, hair curlers, shaving mirror, electric razor, water heater and heating pad in the bathroom, any number of toilet appliances in the bed room and dressing room, including a pants presser for the bachelor, and a whole closet full of toys for the kids. While many of these appliances will be shown in booths specializing in the demonstration of some one device, there will also be electrified homes in which all of the rooms have the proper electrical equipment. One of these electrified apartments will be conducted by the Home Economics of The New York Edison Company. The United Electric Light & Power Company will also show an electrified apartment and in addition will have classes in electric cooking and electric sewing.

Puzzle Mirrors Not Toys

Puzzle mirrors are not toys, according to an opinion under the new tariff law, sustaining a protest of A. Straus & Co., handed down recently by the Board of United States Appraisers. The mirrors in question were assessed at 70 per cent ad valorem under Paragraph 141 of the 1922 act. The Customs Board, in an opinion by Judge Sullivan, finds that the duty should have been assessed at the rate of but 50 per cent ad valorem under Paragraph 230.

CAUGHT IN THE NEWS NET

AFTER completing a very successful sale during the past two weeks, despite the handicap of inadequate newspaper advertising, due to the pressmen's strike, Langley Hawthorn, buyer for Abraham & Straus, Brooklyn, leaves on Sunday night for a week at the factories in the East Liverpool district in an effort to fill in his depleted stocks.

C. Harold Clark is spending this week in New York on his initial buying trip for the J. R. Libby Co., Portland, Me.

Kennard L. Wedgwood, leaves on Sunday for Chicago, where he will spend several days. One of the missions of his visit, is to view the display of Wedgwood ware being made by Marshall Field & Co., who are conducting a series of exhibits of English wares. This concern devotes two rooms exclusively to the display of the Wedgwood line.

Walter J. Straub of Paul A. Straub & Co., is trying his luck on a visit to the buyers in New England this week in the interest of the lines represented by his firm in this country.

Harry S. Clarke, sales manager for B. Tomby, Inc., left on Sunday for Boston, where after investigating the requirements of the buyers, he will make some of the larger cities of the middle west.

Wm. S. Anthes with Herman C. Kupper, Inc., expects to leave on Sunday for a trip to Philadelphia, Baltimore and Washington, in the interest of the firm.

D. Gluckman, wholesaler and commission agent, Toronto, Canada, is spending this week in New York, seeing what is new in the market and also keeping his eye peeled for lines to represent in the Canadian territory.

Edward G. Kueling, who has been trying his hand at farming near Utica, N. Y., during the past several months, has decided that there are worse things than selling glassware after all, so next week he will return to his old love and resume his place as a member of Frederick Skelton's sales staff.

E. W. Hammond, left on Tuesday night for East Liverpool, where he will spend several days in conference with the heads of the Knowles, Taylor & Knowles plant, which he represents locally.

W. S. George, president. W. S. George Pottery Co., East Palestine, O., was in the city this week conferring with H. Benedict, the local representative. While in town Mr. George was elected a member of the famous Lambs Club.

Edw. B. Dickinson, Inc., Moving

This is moving week with Edward B. Dickinson, Inc., the well known importing concern, who are representatives in this country for Booth's Ltd., Thomas Till & Sons, etc.

The firm is removing from their salesrooms in the Fifth Avenue Building, which they have occupied for a number of years, to their new quarters, 37 West 23rd St. Mr. Dickinson expects from the present state of progress being made in the process of removal that he will be entirely moved in by Thursday (today) and that a few days will see everything in ship shape order.

The new place has been very handsomely fitted up and will be finer in many respects than the concern's former quarters.

Langley Hawthorn Shows Customers How Pottery Is Made

A novel and most interesting feature in the china and glassware department of Abraham & Straus, Brooklyn, during the recent special sale in the above departments, was an exhibit on the manufacture of pottery, which comprised raw materials that enter into the make-up of the ware and the various steps followed in the process of manufacture, which was explained by an attendant.

Langley Hawthorn, buyer for the concern, who arranged for the exhibit on one of his recent visits to the pottery district, said that it had created greater enthusiasm than he had anticipated. Aside from the unusual interest manifested by customers, classes from various schools visited the department during the exhibit.

Buyers In New York

October 1, 1923

Miss Eberhardt, gifts, Rollman & Sons, Cincinnati, O., 38 West 32nd St.

L. Neubrik, dolls and toys, N. A. Riordan, housefurnishings, Crowley Milner Co., Detroit, Mich., 38 West 32nd St.

October 2, 1923

W. W. Taylor, housefurnishings, D. M. Read Co., Bridgeport, Conn., 315 4th Ave.

N. A. Riordan, housefurnishings, Crowley-Milner Co., Detroit, Mich., 38 West 42nd St.

October 3, 1923

R. R. Smith, china, glassware, housefurnishings, Fowler, Dick & Walker, Binghamton, N. Y., Imperial.

W. D. Davis, housefurnishings, Wm. Hengerer Co., Buffalo, N. Y., 16 West 39th St.

W. B. Shockley, china, glassware toys, J. B. Ivey Co., Charlotte, N. C., 352 4th Ave. (Kirby, Block & Fischer).
T. F. Morrison, housefurnishings, Parks-Belk Co., Concord, N. C., 120 W. 32nd St. (A. Fantl).
J. A. Donovan, china, housefurnishings, J. A. Sutherland Co., Lawrence, Mass., 432 Fourth Ave. (D. G. Union).
C. D. Barbee, housefurnishings, Hudson, Belk Co., Raleigh, N. C., 120 West 32nd St. (A. Fantl).
W. Taylor, housefurnishings, D. M. Read Co., Bridgeport, Conn., 315 Fourth Ave.
S. H. Polman, toys, Holiday Novelties, G. Fox & Co., Hartford, Conn., 116 West 32nd St.
L. Arnstein, china, toys and housefurnishings, E. Schuster Co., Milwaukee, Wis., 1372 Broadway.

Gus Bub Continues to Receive Congratulations

Gus Bub, now manager and buyer for the china, glass, house furnishings and toy department of the Levitus & Flansberg Corporation, of Chicago, Ill., which occupies the old Siegel, Cooper store on Wabash Avenue, who is now making an eastern trip in the interest of this firm—the first since he has taken over the management of these



Mrs. Gus Bub, Formerly Mrs. Laura Mann

departments. Recently Mr. Bub claimed Mrs. Laura Mann of Nashville, Tenn., as his bride, and she will accompany Mr. Bub on a European trip early next year, following the Pittsburgh Exhibit and a visit to the New York market. During his present eastern trip, Mrs. Bub is visiting homefolks at Nashville.

German Glass Industry Still Struggling

In the Gorliz hollow-glass industry complaint was made as to inadequate supplies of soda and coal. There was an exceptional rise in the prices of raw materials and in wages, necessitating substantial increases in the prices of manufactures. Inland and foreign orders came in on a restricted scale, although July is regarded as the main season for the hollow-glass industry. It was observed that foreign customers were slower in paying than formerly.

Fred Kline Opens New Sample Room in Dallas

"I was always interested in having a business of my own, and when the opportunity presented itself to locate in Dallas, Texas, I could no longer resist. That's about all I can say about my opening a sample room there," declared Fred Kline, southern representative for the Knowles, Taylor & Knowles Co., of East Liverpool, O. But opening a new sample room was not all a bed of roses, and no one knows this better than does Mr. Kline. True, he secured an excellent location right in the very heart of the business district of Dallas, but that was not all. It had



Vista of the Attractive Selling Floor in Fred Kline's New Sample Room

to be "built in," so to speak, and there's where the rub came in. There was one delay after another—carpenters were short this and other workmen were short that. But Mr. Kline never weakened, and in due season he was ready to place himself at his desk and give his location a general survey. The sample rooms of Mr. Kline are admitted to be among the most elaborate in all the southland. It is brilliantly lighted, but in a manner that adds beauty to his sample lines of the K. T. & K. company and others he represents.

"I don't like to have my picture taken, and that's why I'm not in it," he explained. Mr. Kline does not expect to visit the factory district until January, when he will divide his time between East Liverpool and the Pittsburgh exposition. He is featuring the jobbing trade throughout the south with his different lines, which include both dinnerware and glassware.

Distributors Meet to Discuss Distribution Problems

Meetings of wholesalers, retailers and other distributors in various parts of the country held for the purpose of considering the general problems of distribution will be discussed by the Domestic Distribution Committee of the United States Chamber of Commerce at a meeting to be held in New York October 4 and 5, it is announced by Alvin E. Dodd, manager of the Domestic Distribution Department.

(Continued on page 26)



WHAT THE POTTERIES ARE DOING



SO far as business conditions are concerned, there is no change over the situation reported a week ago. Every manufacturer in the western district has rged upon factory managers the need of all possible pro- uction, and this word in turn is being passed on to the epartment employes. The number of kilns being fired ith gas per week continues at peak, and shipments are ing forwarded with all possible speed.

A decided shortage of plain white hotel china is reported consumers, such as hotel stewards and restaurant vners who use this character of merchandise. In fact, is not denied that a number of the china plants are re using business on whiteware until next February. The emand for whiteware for decorating purposes in increas- g steadily, and it is for this reason that consumers are able to secure their requirements of plain white. Chain staurants using plain white china are in sore need of are, so some selling agencies report. Those restaurants d hotels using decorated china are compelled to antici- te future requirements at all times, hence there is not ch a shortage of that line. However, the demand for corated hotel china is increasing rapidly.

The Sterling China Co., Wellsville, O., has added an ad- tional kiln to its capacity, and has also just opened an dition, all of which will cause the firm to produce more are than formerly. This company is making a limited e, and has announced that it is pretty well sold up for me months to come. No decorated china is featured by s concern, is entire product being plain white.

E. W. Clinton, general manager of the decorating de- rtment of the American Potteries Co., is arranging to end a fortnight at Lake Chautauqua.

Owing to the inability of Joseph C. Davis, western sales- an for the Knowles,, Taylor & Knowles Co., to make s usual western trip at this season of the year, the terri- ry is now being covered by Hugh Nevin, correspondent r this firm, but who formerly traveled the eastern ter- ory. Mr. Davis is still at Mt. Clemens, Mich., and very cent word from him indicates that he is slowly recover- g his health.

The vocational director in the public schools in one of e larger cities of the south, recognizing in "A Little urney," published by the Knowles, Taylor & Knowles ., a treatise on the history and manufacturing of Amer- an pottery of exceptional educational merit, has written e company for a number of copies of the issue. These e to be used in vocational class work. It has been pointed out in this connection that a little more work of this kind will do more to imbed in the minds of the growing generation the importance of the use of American dinnerware than anything else.

Among the buyers visiting the district within the last few days included Harry Coll, with A. Hamburger & Sons, Inc., Los Angeles, Calif.; Leon Neubrik, with Crowley Milner Co., Detroit.; F. S. Bell, St. Louis; Joseph Hoffman, of the Eastern China Co., Brooklyn; Walter G. Browning, with R. H. Macy & Co., and David Blum, of the New York Crockery Decorating Co.

F. I. Simmers, sales manager for the Hall China Co., is making a trip through the middle west, his first stops being at Cleveland, Toledo and Detroit.

An exhibit of the entire hotel and restaurant line of the Hall China Co. will be maintained in Cincinnati for the two weeks of Oct. 8-22nd on account of the annual convention of the National Restaurant Association. The display will be in charge of F. I. Simmers and, judging from past registration records, over 10,000 restaurant owners will attend. Many items will be included in the display which are never exhibited during the annual Pottery and Glass Exposition at Pittsburgh.

Business interests of Circleville, O., are interested in having a generalware pottery established there according to reports coming from that district.

Miss Plummer, dinnerware buyer for the Herr Stores Co. of Springfield, Mo., has been spending a season in the local district, anticipating stocks for future shipments.

An oval jigger, the first of the model to be installed in a plant hereabouts, is being put in the clay shop of the Hall China Co. This will increase the production of bakers.

Joseph M. Wells, head of the American Pottery Co., East Liverpool, O., and a noted golf player, added another victory to his long list when at Cambridge Springs, Pa., late last week he won the annual northwestern Pennsylvania Gold Championship. Mr. Wells is a son of W. E. Wells, of the Homer Laughlin China Co.

New Standard Specifications for White Ware

Work in connection with standard specifications for whiteware pottery has been undertaken for a committee of the Federal Specifications Board by the United States Bureau of Standards. Drawings of the standard sets of

tableware adopted by this committee have been prepared, and these will be distributed to the members of the committee together with a newly prepared set of specifications for this material. This new set of specifications has been prepared in accordance with the requirements of the Federal Specifications Board and gives in detail the methods of testing. The greatest difficulty experienced in arriving at these specifications has been caused by the great variety of thickness of ware sold as a single article, so that if a standard of strength is adopted a large number of potters will have to change the thickness of their products rather than the shapes and sizes. It would appear, however, that the potters are willing to do this as they are interested in arriving at standards among themselves. In order to obtain the values which must be used in these specifications, a considerable amount of ware has been tested during the past months according to the recommended methods.

Distributors to Discuss Distribution Problems

(*Continued from page* 24.)

President Julius H. Barnes of the National Chamber has renamed Theodore F. Whitmarsh, who is president of Francis H. Leggett & Co., as chairman of the 1923-24 committee. Two additions to the committee made by Mr. Barnes are J. C. Penney of J. C. Penney & Co., Chain Stores, and A. G. Fuller, president of the Fuller Brush Co. Other members of the committee are: Thomas E. Wilson, president, Wilson & Co., packers, Chicago; Fred P. Mann, Mann's Department Store, Devils Lake, North Dakota; A. Lincoln Filene, treasurer and general manager Wm. Filene's Sons Co., Boston; R. E. Kennington, president, R. E. Kennington Co., Jackson, Mississippi; L. T. Crucher, vice-president, General Cartage & Storage Co., Cleveland; W. A. Hover, president, W. A. Hover & Co., Denver; F. M. Feiker, The Society for Electrical Development, Inc., New York; Calvin Townley, assistant to the president, Westinghouse Electric & Manufacturing Co., New York.

The need for adequate statistics in distribution and ways and means for meeting this need also will be discussed by the committee. Emphasis will be given to the need for facts showing the quantities of commodities produced and their prices during the various seasons. Mr. Dodd will report on the activities of his department during the past year in its collection and dissemination of information to chambers of commerce, trade organizations and individual business men. He will report too on meetings held in various parts of the country with warehousemen in an effort to reduce the cost of distribution by more efficient public warehousing.

"It is this type of conference," says Mr. Dodd, "which, by bringing the business men of particular lines together in specific localities, will aid in reducing distribution costs by efficient co-operation. The program of the department to hold a series of such conferences in the eastern section of the country will be considered at the New York meeting."

Why Manufacturers Need Broader Markets

In discussing the salient points which underlie prosper ity, Julius Klein, Director, Bureau of Foreign and Do mestic Commerce, in an informative article on "Wh Bother With Foreign Trade?" in *System Magazine*. W quote in part as follows:

"This development is inevitable in view of the enor mous extension of manufactures in the country durin and after the war. In 1909 the value added by fabricatin processes to that of the raw materials handled by the fac tories was 8.5 billion dollars. In 1921 that figure ha risen to 18.3 billions; and even allowing for wage an price increases, this advance represents a most impressiv growth in manufacturing productivity.

"This means two things: 1, an imperative demand fc broader outlets—greater market diversity and security 2, a heavily increased consumption of raw materials, man of which must come from abroad and must therefore b paid for by greater exports. Our imports during the fisc year ending June 30, 1923, amounted to approximatel $3,800,000,000, as against less than $1,900,000,000 in th fiscal year 1913-14; and the bulk of the increase came i the crude materials class.

"All of this points straight toward a complete transform tion of our export trade. It is no longer being made u for the most part of those self-selling staples—wheat, co ton, copper, and so forth—of pre-war years, but will ten more and more toward a predominance of manufactur goods. Today, 62 per cent of our export shipments a manufactured or partly manufacture commodities. As corollary it is only natural to find that 61 per cent of o imports are now crude materials and foodstuffs.

"Furthermore, this involves a basic change in our whc foreign trade psychology. We are now selling abro more and more manufactured commodities in direct cor petition with foreign producers. The most carefully d veloped foreign sales campaigns are, therefore, necessar Not only that but the ingenuity of our inventors and man facturers has evolved products of unique and hithen unknown merits, whose virtues can be brought home t foreign consumers only after unusually careful educat'on campaigns. In other words, our position is no longer th of passive beneficiaries of raw material resources whi are eagerly sought by foreign consumers, but rather i aggressive salesmen struggling with all competitive mar factured products, whether at home or abroad.

"Export has now become a matter of experts. It - volves a play of accurately trained intelligence such as h been developed in Europe through generations of sellig in nearby foreign markets under advantages of geograph environment, and age-long experience which we have nev had.

"To meet the requirements of this situation, there ha been developed the fact-finding service of the Unid States Bureau of Foreign and Domestic Commerce. Te rapidly expanding facilities of this organization are p culiarly indispensable and have a responsibility in the p-

(*Continued on page* 35)



GLASS FACTORY ACTIVITIES



ALL manufacturers who displayed lines at the Ft. Pitt Hotel last January have arranged for reservations for the forthcoming season, according to the eservations now on file. Several additions to the list will e made a matter of record within the next few weeks, hich insures a more complete showing of merchandise han ever before. That only manufacturers will exhibit t the Ft. Pitt is but following out an arrangement made ast January, when the glass and pottery manufacturers ormed an association to take over the allotted exhibit pace in the Ft. Pitt. It is not probable that manufacturers f housefurnishings who sell through different agencies ill be listed at the Ft. Pitt, as it has been proposed to onfine all such displays to the William Penn Hotel.

Glass factories producing utility lines are exceptionally ctive, not only those in the vicinity of Pittsburgh, but ose in Ohio, West Virginia and Indiana. Sufficient rders for particular items are exceptionally heavy, which nsures continued production for months to come. Deand for the blown lines is far better this season than eretofore, and it is doubtful if some concerns can accept uch more business on some of these items for prompt elivery.

There is a reported scarcity of chimney workers at the lant of the Bastrop Glass Co., Shreveport, La., and a anvass is being made of the glass districts in the northern tates for workers. A number of towns in Indiana have een canvassed for chimney workers.

Glass manufacturers, and chemists associated with the rade, who are members of the Glass Division of the Amerian Ceramic Society, have received blank ballots to vote n proposed amendments to the constitution and bylaws f the society. It is proposed that hereafter trustees from he Glass Division serve a term of two years. Trustees rom the Whiteware Division are to serve a like term nder the new proposal.

According to information received at the offices of the lass Association here, all the glass factories in the Millille, N. J., district that have been idle have resumed perations. These shops have been idle in some instances or several months.

An entire new line of desk lamps, showing original deigns in standards and attachments, both stationary and djustable, have been brought out for immediate delivery y the Pittsburgh Lamp, Brass & Glass Co. Many of the ld patterns in this line have been discontinued. Quite a number of improvements have been made in the adjustable items, all of which offer the user a greater amount of convenience than heretofore possible. The entire line is now being displayed in the sample rooms of the company in the Chamber of Commerce Building.

It is now assured that the plant of the East Ohio Glass Co., Barnesville, O., will be reorganized, and that the factory will be placed in operation as soon as temporary improvements can be completed.

Donald Fisher, manager of the St. Louis office of the United States Glass Co., who has been spending a season at the factory offices here, has returned to his desk. "Business throughout the southwest is good," Mr. Fisher related.

The new plant of the Davies Glass & Mfg. Co., Martins Ferry, O., is operating to capacity. A blown line is being made, and this is to be had in both cut and plain effects. The concern is reporting a very active demand for tumblers.

Reports received here this week from Ft. Smith, Ark., reveal that the plant of the Radiant Glass Co. there is operating full time. A general line of lighting glassware is featured by the company.

The few local jobbing houses in china and glassware declare that orders for the latter line are in better receipt than those from the earthenware and china plants. These jobbers are all doing an active business, the small trade in the nearby communities buying rather liberally for immediate shipment.

Official denial has been made by the company of any discussion between the Owens Bottle Co. and the Macbeth, Evans Glass Co. relative to the sale to the former of the Charleroi, Pa., properties of the Macbeth company. The report became current here following the announcement that the Owens company was negotiating for the purchase of several glass plants in the Corning, N. Y., district.

As the fall season advances, a decided increase in the demand for decorated glass specialties in noticeable. All factories featuring these lines are rather crowded with fall and holiday business just now, with additional business being in daily receipt. The line has always been an exceptionally good seller during the holiday weeks, and buyers are ordering in anticipation that the active seasonable business of the past will be continued.

(*Continued on page* 35.)



MERCER
Underglaze Decorated
Hotel Ware

Half-Thick :: Roll Edge

A new and distinctive underglaze print

"LAUREL"

Printed in bright green under our rich hard glaze.

Every hotel supply house should have at least a sample line of this decoration which is selling wherever it is shown.

Write for samples which we will gladly supply free of charge.

CHICAGO OFFICE: ROOM 408, GARLAND BUILDING, A. G. HALLGREN, REPRESENTATIVE

MERCER POTTERY COMPANY, Trenton, N. J.

NEW MARTINSVILLE

No. 10—Sandwich Tray

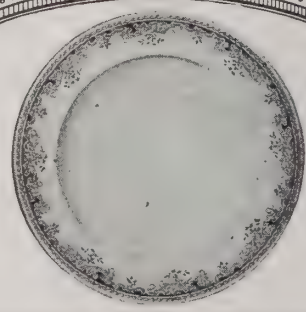
ONE of the newest and most improved patterns with full finished blanks. A ready seller everywhere.

¶ Supplied in a variety of cuttings at prices that permit retailing at one to ten dollars each.



THE NEW MARTINSVILLE GLASS MFG. CO.

NEW MARTINSVILLE, W. VA.



MAYER CHINA

VITRIFIED HOTEL WARE

ROUND EDGE PLAIN WHITE THICK DECORATED

FOR

HOTELS HOSPITALS

CLUBS CAFETERIAS

RAILROADS - STEAMSHIPS

RESTAURANTS

THE MAYER CHINA CO.

BEAVER FALLS, PA.

What's New in The Market?

Here are a Few Answers to This Question to Post Buyers on New Offerings

. Tomby, Inc., Featuring New Dinnerware Patterns

Affording an appealing range of decorations in dinnerare from the famous Lorenz Hutschenreuther factory, . Tomby, Inc., 20 West 23rd St., are featuring six new ecorations. These new treatments are available in open ock and are unusually attractive. In No. 1258 a running oral border, consisting of pink, blue and yellow flowers, artistically framed by a narrow blue line and finished ith outside gold edge band. In contrast to this in color pattern No. 1245. This treatment shows a white floral attern on a dainty light blue ground, with three fancy anels containing a bird on a flowering branch. The oral center piece employs the same delightful and colorul design in a larger size. For a scroll pattern we have eldom seen anything more attractive than pattern No. 259. This consists of a graceful scroll and floral border delicate gray on a deep cream ground, alternating with askets of flowers and a single pink rose. Framed in a ancy border of vertical gold lines and finished with gold lge band, it forms a striking decoration. No. 1257 is a arrow border pattern, utilizing a running floral treatment f yellow flowers and green foliage. This is greatly enanced by a fancy lavender border and a zig-zag black and old border outside, and gold edge band. A colorful all-over ray treatment is shown in No. 1246. This makes use of rge, medium and small sprays in red, pink, lavender and ue. The border framing the sprays is a fancy festoon gold in dainty lace effect. Of medium width is No. 955, the 5/8-inch width border being formed of pink and ue flowers and green foliage, enclosed with a fancy chain order and a single oval medallion containing twin pink osebuds.

aiyo Trading Co. Display Notable Array of Lamp Mounts and Shades

Conspicuously beautiful are the new lines in vases, parcularly designed to form lamp bases, which have just en put on view at the salesroom of the Taiyo Trading o., 101 Fifth Ave. Employing the metallic glaze to eate a new and very beautiful effect, the Leusco line is tracting a great deal of attention. Vivid colors in various mbinations, such as red and purple, yellow and green, c., and also in solid colors of copper bronze, antique onze and other combinations, are unique. Assortment color effects in the medium and large sizes for table mp mounts is very complete. Also notable for many usual color effects is the Kirin line, which makes artistic se of a tangled skein of gold threads as the motif. This ne of vases includes five sizes, ranging from the large ble lamp size down to the boudoir vase, and the rich colors include black, several shades of blue, green, red and gold. Another new line in medium size lamp bases show various floral and figured designs in white dots on brown, green, blue, yellow, purple and black grounds. In the cherry blossom assortments another appealing line, suitable for lamp mounting, will interest visiting buyers. This particular line is very striking, being decorated with various flowers in natural colors and outlined in gold on a mirror black ground. In the always popular Moriage ware, a wide range of sizes in lamp bases is now being shown. The decorations in relief include floral designs, odd border treatments, etc., and the colors include orange, greens, blues, reds, and orchid. In boudoir lamp sizes, a new line in splashed effects is decidedly interesting. Among the new things in shades is a line of paper shades in boudoir and small table lamp sizes, making use of the tangled gold skein effect. New arrivals in split bamboo shades embrace all popular sizes, with an extensive assortment of the smaller sizes, suited for bridge, reading and boudoir lamps. All lines are in stock for immediate delivery.

Paul A. Straub & Co. Show New Shape and Many New Dinnerware Patterns

Augmenting their large display of open stock dinnerware from the celebrated Tirschenreuth factory, Paul A. Straub & Co., 105-107 Fifth Ave., are showing a new shape and several new decorative treatments that no buyer of china should overlook. The new shape known as the Regal is distinctive and makes use of the Grecian period of design in the straight lines of the handles. On this



Introducing the New "Regal" Shape

charming shape a new decoration, consisting of a wide band of cobal blue, with inside gold line and finished off with a gold incrusted border of 3/8-inch width, in a laurel leaf design, is one of the richest and most distinctive treatments we have seen in some time. The same decoration is also obtainable on the graceful Derby shape. In decals, a very lovely border pattern, is formed of a delicate gray ground with white ornamental figures, enhanced by four

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In the Household Utility Aisle

Some Practical Aids for Easier and Better Housekeeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives

By Beatrice Miller Wisner

A Reliable Electric Butter Churn

There is no foodstuff more universally used than butter, and the making of butter has been assiduously studied for years, and when a product is constructed so as to speedily accomplish the making of perfectly smooth nutritious butter, it is at once assured a ready market. The Dazey Electric Churn, herewith illustrated, manufactured by the Dazey Churn & Manufacturing Company, St. Louis, Mo., has all the essential features for correct and scientific butter making. The churn is attractively and substantially built by skilled workmen. The container which is removable, is made of guaranteed copper-bearing dairy-tin. Entire churn frame is constructed of steel and grey iron with a double finish of pure aluminum bronze. The dairy-tin container is finished with blue enamel outside, with natural finish top covers of hard white maple, and the dasher of same material. The high base amply allows a vessel to be placed under the faucet and also provides room under the churn for the motor, where it is protected. There are no complicated parts to get out of order. The Dairy utensils have heavily tinned surfaces, no cranks or crevices to become foul. The whole churn is absolutely sanitary, having removable parts which are easily and quickly cleaned. The Dazey principle of agitating the cream removes all the butterfat, because the cream passes gently along the slanting wings of the dasher, revolving inside the container, rolling up the delicate butterfat globules without breaking them, thus producing more and better butter. There are other valuable ingredients in cream necessary to good butter, which the Dazey Churn saves through its perfect working principle and construction. For labor saving, and satisfactory butter the Dazey is all it claims. A pamphlet describing more specifically the details of this excellent electric butter churn, will be mailed by the firm if desired.

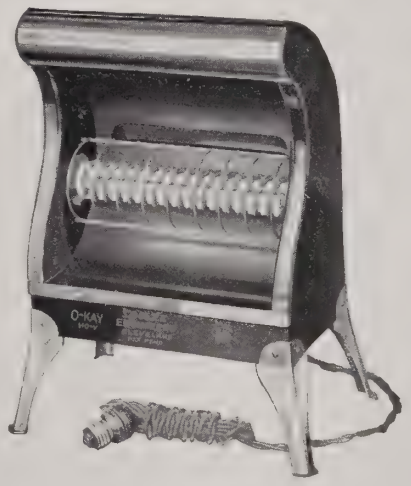


Attractive "Bathwhite" Fixtures

Every housewife takes a pride in the spotless appearance of the bathroom, and attractive, durable and easily adjusted fixtures which keep up the white effect in the well-appointed bathroom, have a strong appeal in the fall when more or less renovation in home equipment is needed. A full lines of excellently finished white enameled bathroom fixtures are manufactured by the E. H. Tichner & Co., Binghamton, N. Y., known as "Bathwhite." These are non-chipping, with gleaming white enameled surface, and come in all the desirable items used in the modern bathroom—towel racks, in several sizes; soap racks, toothbrush, tumbler and sponge holders, and numerous other items desirable for bathroom service. Prices are consistent with the quality of the products.

Dependable O-Kay Products

Since electrical appliances have become the modern means of cooking, lighting and heating, homekeepers are adding a number of these utilities in the home, because of their economic, cleanly and labor-saving principles. Chas. A. Postley & Son, 2-4 East 23rd Street, are showing some reliable O-Kay household electric devices, manufactured by the Coolee Engineering Company. The O-Kay products are the result of scientific mechanical and electrical engineers of long years of experience, and are worthy examples of superior construction, efficiency and economy, including Hot Plates, Heaters, Grilles, Curling Irons, etc. Although light in weight, they give 100 percent efficiency service and the elements (through standardization), can be simply and economically renewed. The Heater herewith pictured, No. 1730, is one of the O-Kay specially attractive models and in addition to being fully up to standards of construction, has two features in heat application and ventilation. It is 16 inches high, 10 inches wide and 8 inches deep. In the Hot Plate class, there are exceptional single and double Hot Plate styles. On very special design is a high power single plate, generating 30 percent more heat than either element of a double Hot Plate of the same construction; it is wonderfully useful where quick high temperature is required. Among the double Hot Plates, there are some very attractively finished models in copper and highly polished nickel, with two-point switch. A very useful grille, weighing only one pound, is well adapted for the sick room or other cooking necessities, where a light, portable



(Continued on page 35)

BOSTON NEWS NOTES

By

R. B. Hemenway, Representative

BOSTON OFFICE
98
MAY STREET
NEEDHAM
MASSACHUSETTS

A NEW slogan "'B' in Boston" is being popularized by Boston household furnishing agents to stimulate interest in the annual Fall Market Week, which it is now determined is to remain a fixture in local business affairs. The 1923 week, which closed several weeks ago, brought many buyers to this city at the same time and wholesalers were able to arrange complete exhibits of their stocks for general inspection. Many buyers are only too glad to take advantage of such an opportunity, as in the past they have been obliged to order largely from catalogue illustrations, which are less satisfactory. Those who received the most orders were furniture houses and dealers in other articles which are not usually carried around in a salesman's vest pocket. It would not be a bad idea, however, to conduct a general Fall Market Week such as is customary in many Mid-Western cities. Let prospective customers for every article manufactured or sold here "B" in Boston during a week of this sort and we will have taken a long step toward the realization of the slogan "Bigger, Better, Busier Boston" made famous by a former mayor of the city. In the crockery and glass trade the salesman is not under such a handicap as the purveyor of refrigerators and morris chairs as he can carry a reasonable amount of merchandise around with him as samples, but very often what he has not brought along with him is the very article for which the customer is in the market.

A fire which threatened for a time to wipe out the business section in Woburn, Mass., early last Tuesday morning destroyed the factory of the Tribble Cordage Co. in that city and damaged another factory and a block of stores nearby. Three alarms were sounded and apparatus from Winchester and Stoneham, neighboring towns, was summoned to help extinguish the flames. The cordage company, widely known as mop manufacturers in this vicinity, has been operating day and night.

F. E. Nelson, former proprietor of the Nelson Syndicate, who lives at his summer home in New Hampshire during the out-of-door season and in California in the winter time, left for his home in that state on Sept. 27. Mr. Nelson is interested in real estate on the Pacific Coast and has several buildings under construction at the present time.

An inventory of the estate of Frank Ferdinand of Brookline, Mass., who was in the household furnishings business in Roxbury for more than half a century, sets the total value at $1,979,038, of which $537,100 is real estate and $1,442,038.06 personal property. Among the stocks are 1181 shares in the Ferdinand Furniture Co. valued at $147,625 and 2142 shares of Frank Ferdinand, Inc., stock valued at $481,950.

H. C. Stratton of Ellsworth, Me., was one of the buyers who dropped into Boston during the past week to look over the new fall stocks of merchandise. Other well-known buyers include Frank Warren of Callendar, McAuslan and Troup of Providence,, R. I., was also in town. C. N. Harlow, Orange, Mass., was among the callers during the earlier part of the week. George Thibedeau, New Bedford, was another buyer who came in to look over the new fall lines. Mr. Thibedeau is with the New Bedford Dry Goods Co.

E. E. Wilgus, local representative for the National China Co., Salineville, O., left last Sunday evening for an extensive sales trip which will take him through Baltimore, Washington, Philadelphia, Chicago and several southern states. Mr. Wilgus expects to return to Boston in about five weeks.

Two Lawrence buyers who were calling upon the trade were J. A. Donovan of the A. B. Sutherland Co. and H. B. Herbst of the H. B. Herbst Co.

Shipments from the various factories have lately been coming through in splendid style, dinnerware being especially prompt. It is estimated that a buyer can secure the shipment of his orders now within two months of the time when the orders were placed.

"Bill" Claflin has an exhibit of eight-piece beverage sets from the Utility Glass Works, Lonaconing, which should make an exceptionally fine gift for the many young women who contemplate stirring up ripples on the matrimonial sea this month. These sets are of crackled glass and come in both "springreen" and crystal. Mr. Claflin reports excellent success in the sales recorded up to date and says that the article is one which is good for use all the year round.

W. B. Kemp, whose death was announced in last week's issue of the Journal, was born in England fifty-six years ago. He came to this country when a young man and was for many years with W. E. Whipple at the latter's store in Bangor, Me. Mr. Kemp later was associated with H. C. Hopkins at Portsmouth, N. H., and was for a time in the employ of the R. H. White Co., before going into business for himself in Brookline. He is survived by his wife and

(*Continued on page* 34.)

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

FOR the highly successful lamp sale he conducted last week, "Pete" Rinkin, buyer for the Boston Store, must be highly commended. This was the biggest sale of lamps ever seen on State St. in the opinion of many in the trade. This not only applies to the large amount of space devoted to the event, but to the attendance and sales totals. One entire floor of the store was devoted to showing only lamps and shades, and eighty clerks were kept busy during the week. The event was advertised as a "Mammoth purchase of the stocks of the Eagle Wood Turning Co. and the Wabash Shade Co." consolidated companies, considered to be among the leaders of lamp and shade production in the country. Tables and aisles were filled with lamps, yet there was no appearance of crowding. The customers were confronted with a wide range of prices, based on materials and workmanship, an array which made it easy for everyone to make a selection to his liking.

Sigmund Kline, in the glassware business for some time, is now connected with the Century Cut Glass Co., on West Lake St. He is in charge of the lighting fixture, wholesale and retail, department. The Century Prism Shade is the newest in small light fixtures. This fits over any bulb and consists of a glass top shaped like an inverted saucer, and from this is hung six or eight prisms in crystal or blue, amber and amethyst boebeches. Unique and practical, but an item which will quickly catch the eye of buyers looking for the unusual.

Gus Bub, now buyer and manager of the china, glass, lamps and housefurnishings departments of the Leiter Stores, went to New York last week on a buying trip, where he expects to pick up a few holiday specials. This is Mr. Bub's first trip East since he took over the departments.

"Alex" Frazier of the H. C. Fry Glass Co., was a visitor in Chicago last week.

The Carrollton plant of the Albright China Co., is undergoing changes designed to increase efficiency and production. Electrical power is replacing steam power throughout the plant, according to I. E. Mincks, secretary of the company and in charge of the Chicago office. W. T. Darden, manager of sales, left Chicago this week for a trip to the Northwest.

Henry R. Shirley of Maddock & Miller, Inc., was showing his wares at the Palmer House last week.

Percy N. Leyland, importer of English earthenware and M. J. Geary of Pierson-Page, Ltd., were Chicago visitors during the past week.

The Atlantic Electric Fixture Co., incorporated last week, has opened a retail store at 308 S. Clark St. Lighting fixtures, electrical equipment and radio supplies will be sold. The incorporators are D. W. Elliot, C. M. Field and G. Litka.

A new lighting fixture and lamp store has been opened at 3107 W. 63rd St. The Park Manor Lighting Fixture Co. is incorporated for $12,000. Those interested in the company are Edward J. Kubin, Harry Ralskey and I. Braverman.

Chas. Brooks, who has been china, glassware, housefurnishings and lamp buyer for John M. Smyth Co., large furniture retailers, tendered his resignation recently to take effect Oct. 1.

Wellington-Stone & Co., formerly the Mandel-Ward Co., makers of high-grade lamps and shades, have moved their factory from South Canal St. to 1243 S. Wabash Ave., where they will maintain a display room in conjunction with their factory.

Steiner's Studios, formerly located at 848 Garfield Blvd., have moved to 223 S. Wabash Ave., where they have increased facilities for producing a high-grade line of gold encrusted dinnerware and lustre china sets. While the gold encrusted dinner sets of the Steiner studios, have been well known for some time, their vases and art pieces executed in beautiful lustre colors and combinations, have met with the approval of buyers this year. A china decorating class for the public is being conducted at the Wabash Ave. studio.

The regular meeting of the Glass, Pottery, Lamps and Housefurnishing Association was held on Thursday of last week at the Hamilton Club. Owing to an error on the part of the management of the Club, the meeting was not announced on the bulletin board, and thus the attendance was greatly curtailed. When the meeting was called to order only eight members were present. Report of the executive committee meeting, held the day previous, was read for the members present. Arrangements have been made with the Congress Hotel for the holding of the Feb-

(*Continued on page* 35)

CHICAGO

READY TO SERVE
BUYERS OF
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS
GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

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Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

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Representing McKee Glass Co.; Eagle Mfg. Co.; Indiana Glass Co.; Lippincott Glass Co.; N. Northwood Co.; Mound City Glass Co.; D. C. Jenkins Glass Co., and Geo. R. West & Sons.

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Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER
Direct Representative Lamps, Shades, Dinnerware, Glassware, Aluminum, Baskets, Nickel, Copper, Silverware, etc.

LEWIS H. SIMPSON & CO.
Representing Athens Glass Co., Fenton Art Glass Co., Huntington Tumbler Co., New Martinsville Glass Mfg. Co., and H. R. Wyllie China Co.

Note—Concerns wishing to secure space in this building for display purposes should apply to

ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street



Visit the Palmer House

Albright China Co., Room 25
Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,
Phone, Dearborn 4700

Potters Co-operative Co., Room 684
Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.

While in Chicago Visit
STETSON CHINA CO.
1535-37 S. State Street
Phone Calumet 0876
We are prepared to make immediate shipments.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
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OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

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Harry G. Dalzell
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Central 3497

WALTER B. ANDREWS
30 East Randolph Street
Corner Wabash Avenue
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Representing
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CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

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9 N-WABASH AVE

Ira A. Jones Co.

North Wabash Avenue
Chicago

DINNERWARE
Pope-Gosser China Co.

GLASSWARE
Seneca Glass Co.
Susquehanna Cut Glass Co.
National Glass Novelty Co.

LAMPS AND SHADES
The H. E. Rainaud Co.
Wood Art Co.
Century Lamp Mfg. Co.
Haven Co.
Shepherd Co.
Burke Studios
Phone Central 1606

Earl W. Newton & Associates

GLASSWARE
Imperial Glass Co.
Economy Tumbler Co.
Marion Glass Mfg. Co.
The Earl W. Newton Co.

DINNERWARE
Hopewell China Corporation

HOUSE FURNISHINGS
Sauquoit Toilet Paper Co.
Kewaskum Aluminum Co.
Schlueter Mfg. Co.
American Woodenware Co.
Acme Rubber Mfg. Co.
Phone Central 3236

9 N-WABASH AVE

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W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

HELP WANTED

A WELL established Dinnerware Pottery wants Sales Manager who is experienced and successful in organizing and managing a national sales force calling on the small general stores as well as the larger trade. In reply mention age and salary expected, also how employed at the present time. All correspondence strictly confidential. Box 271, care CROCKERY AND GLASS JOURNAL.

LINES WANTED

ARE you interested in live Canadian representation for your factory? A man of 25 years' experience in the crockery and glassware business, successfully established for a number of years as a jobber and commission agent in Toronto, is desirous of securing representative lines of china, glassware, housefurnishing and electrical goods, on which he is in a position to give the best possible service. Can furnish highest credentials. Address Box 280, care CROCKERY AND GLASS JOURNAL.

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MANUFACTURERS OF GLASSWARE

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all COLORS. Private Moulds Worked.

FACTORY:
255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

Boston News Notes

(*Continued from page* 31.)

by a daughter, who will continue to conduct the business. The burial was at Veazie, Me., where Masonic funeral services were conducted by the local lodge of which Mr. Kemp was a member.

The Hunts' latest addition is a group of samples of irridescent stem ware and tumblers from the Huntington Tumbler Co. Another article received by this firm appears to be one of the best values which has come along in many moons. It is a boudoir lamp with a pottery base and a hand-painted parchment shade, decorated in three designs, made by the Metallic Pottery Co., a New England firm, and which sells for a dollar. One retail dealer who talked with Horace Hunt on the phone declared that if the lamp is what it is represented to be he will place an order immediately for several thousand of them. He said also that he had never before heard of an electric boudoir lamp of quality offered for sale at a lower price than $2.50. The lamp should make a splendid item for special sales. The Metallic Pottery Co. is expected to market several other low-priced specialties in the near future.

The Jordan Marsh Co.'s annual October sale of china, glassware, lamps, art pieces and pictures is now in full swing. This event is looked forward to with anticipation by hundreds of women because needed home necessities may be secured at most inviting prices. Included are articles for everyday use as well as high-grade, distinctive merchandise for very special occasions. Among other things, 4800 pieces of the finest quality of crystal valued at a total of $60,000, is to be sold in the aggregate for $23,000. The cuttings are perfect and are of many attractive designs. In the dinnerware department many imported chinas, English and French, and some domestic semi-porcelain sets are available to purchasers.

S. S. Hartwell, Gloucester, who was the first man to bestow upon his store the title of "gift shop," has decided that the wide adoption of the name has made it rather commonplace and consequently has changed the name of his establishment back to its original designation of "Hartwell's China Shop." Mr. Hartwell has been engaged in business in Gloucester for more than forty years. He first conceived the idea of calling his place a gift shop about twenty-five years ago. He is a great hustler and can show many more recent entrants in the field a thing or two when it comes to making a buying trip to the city. He usually motors down from his home town, darts into one wholesaler's shop after another, picking out what he wants at a glance, and then vaults into his buzz wagon.

Another letter from Benjamin F. Hunt, father of H. P. & H. F. Hunt, whose descriptions of conditions in Germany, where he is the F. W. Woolworth Co.'s representative, have appeared on this page before, has been received, in which he says that many German factories have closed down during the past month owing to dissatisfaction among the workers, who are unable to earn enough to provide themselves and their families with the necessities of life. Street car fares in the cities have soared to 12,000,000 marks a ride and employees are paid in marks by the bushel. Most business is now being done by barter instead of with currency. The Woolworth Co. is buying crockery and glass in tremendous quantities at ridiculously low prices because of the low exchange rate and is planning to sell quality merchandise of this kind in its stores in this country at the regular five and ten cent schedule of prices.

OBITUARY

John Lamb

John Lamb, for nearly forty years associated with the Jordan Marsh Co. and for some time merchandise manager for this concern, died last Thursday morning at his home, 716 Commonwealth Ave., Newton Centre, Mass. Mr. Lamb was in his fifty-second year and was a native of Boston. Mr. Lamb was active in Masonry and was a member of Massachusetts Lodge, St. Paul's Chapter, DeMolay Commandery, and he was a member also of the Boston City Club. He is survived by his wife; a son, George R. Lamb of Newton; two sisters, Mrs. Anna Everett of Everett and Mrs. Mary Penney of Medford; and a brother, James Lamb of Boston.

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Overglaze—**Colors**—Underglaze

Liquid Lustre Colors—Oxides and Bodies for Decorating and Coloring

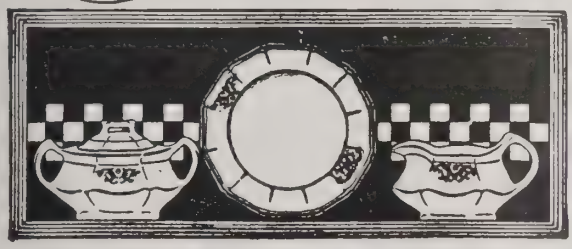
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Just Drop a Card

S. S. Skidelsky & Co.
53 Park Pl. New York
For
BULBS SEEDS PLANTS SUNDRIES

Glass Factory Activities
(Continued from page 27)

Department store managers in and around Pittsburgh report a slight falling off in the demand for containers, a situation expected at this season of the year. Heavy stocks of jars were disposed of in all the glass departments, and only sufficient lots to meet current needs is now being carried in stock. The business on this line the past summer was exceptionally heavy.

What's New In the Market?
(Continued from page 29)

insert panels containing pink and yellow flowers. Another wide border print consists of a rococo scroll formed of small rosebuds and baskets of flowers on a cream ground below and contrasted above against a cobalt blue ground. Likewise showing a cream ground is a treatment formed of sprays of pink and white flowers, connected with a band of fine gold and black lines. In narrow borders a very effective decoration combining a fine Greek key border in black, with gold lines, is very appealing.

The Chicago Market
(Continued from page 32)

ruary show. All exhibits will be confined to the South Building, known as the Annex, and one floor each has been allotted to glassware, china, lamps and housefurnishings. Additional rooms up to a reasonable requirement have been made available for the association by the hotel management. Advertising plans, and the official announcement of the Exhibit will be taken care of by the publicity committee in the near future.

In the Household Utility Aisle
(Continued from page 30)

utility is needed and one which can be easily carried from room to room. All the O-Kay products are protected by a guarantee of perfect design, material and workmanship, and are trustworthy electrical household accessories, fitting the needs of every home for quick service, reliability and attractive appearance. Chas. A. Postley & Son, are the only New York City sales representatives of these O-Kay electric household products.

Why Manufacturers Need Broader Markets
(Continued from page 26)

velopment of American foreign commerce which is not, in any way, comparable with similar Government organizations in other countries. The average American merchant or manufacturer has had no accumulation of firm or family experience with such problems as foreign trademarks, foreign market conditions, foreign commercial laws, and banking practice. This accounts for the increase in the number of problems and queries submitted by business men of the country to the bureau from about 800 a day in 1920 to more than 3,600 a day at present. The business community of the country realizes fully the need for accurate, timely and practical information in this field."

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *73 Barclay St.*
"The Dinnerware House of America."

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND SPODE CHINA AGENCY, *43 West 23rd St.*
Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *135 Fifth Ave.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND & CO., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, *39-41 West 23d St.*
Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., *105-107 East 164th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China
Metal Goods and Housewares Trades

M. ROSENBAUM & SONS, *32 Union Square*
Bavarian China Ware. Representing M. Rosenbaum & Sons, Bavaria.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialtics in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., J. H. Weatherby & Sons, Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Value and Watcombe Pottery.

L. STRAUS & SONS, *42, 44, 46 Warren and 116 Chambers Sts.*
Importers and Manufacturers.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Successors to Takito, Ogawa & Co. and the Tajimi Co. Japanese and Chinese Goods. Catalogues upon application. Tel.—Stuyvesant 3823. Chicago Office, 327 West Madison St.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, *65 Barclay St.*
Open stock dinnerware patterns.
White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Cox & Company, Representatives, 120 Fifth Ave.*
"The House of New Ideas." Cameo Etchings and Encrusted Coin Gold.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., *Fredk. Skelton, Representative, 200 Fifth Ave.*
Colored and Iridescent Glassware.

ECONOMY TUMBLER CO., *Morgantown, W. Va. Cox & Co., Representatives, 120 Fifth Ave.*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *224 Fifth Ave.*
Lighting glassware, glass specialties.

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AS THE EDITOR SEES IT

THE BUSINESS PROSPECT

WHILE the European situation continues to remain the cause of more or less anxiety and despite the fact that Germany is generally conceded to be sailing her ship on troubled waters, the effect of this condition abroad is apparently exerting but little influence on business in this country, other than possibly contributing more or less to the increase of caution in purchasing foreign securities. The decreased production in the basis raw materials, such as iron and steel, is attributed in a measure to the unsettled conditions abroad, but there is nothing very definite to warrant holding this opinion. Broadly business and trade are spotty and on the whole production shows an increase with prices mainly firm but sagging in a few instances.

NOW that seasonable fall weather is here there is more evidence of a good seasonal demand discernable in practically all divisions of trade. Although commercial and merchandise centers report varying results, this irregularity conceals some constructive features. In fact, it is significant that in spite of the admittedly spotty situation of trade, there is being done an excellent volume of business. And while buyers are not as active in placing orders as many expect at this time, the aggregate of orders placed is certainly good and it is noteworthy that in some lines these orders have been written at higher prices.

CERTAINLY there is no overpurchasing and buyers are only interested in merchandise for well defined requirements. Needs of the future are not being anticipated to any extent and there is a strong undertone of conservatism noticeable in all the more stable trades. This lack of a quick and general expansion of activity after the passing of the summer season, has caused many to be disappointed, but nevertheless it is a clear indication of the soundness of the business situation today. The general business epitome for September is remarkably good. Iron production fell off 6 per cent below August but was 53 per cent higher than September of last year. Bank clearing were smaller by 5½ per cent and prices of commodities made a slight gain. There were also fewer business failures, and while car loadings decreased, this was largely due to the coal strike.

THROUGHOUT the east business and trade, with but few exceptions, is larger than a year ago and this applies generally to the west. Retail distribution of merchandise for August was fully 13 per cent greater than for the same month last year. Mail order and chain store sales for the month of September exceed August figures by 16½ per cent and sales of a year ago by over 21 per cent. With the agricultural outlook improved with better prices seemingly assured and with activity in building continuing, the entire business situation may be summed up as distinctly improved and the prospect excellent for a big fall trade. Employment at a high level is perhaps the most generally recognized factor and when considering the increase in savings bank deposits, it is seen that the business foundation is pretty solid. The Government also report for August, the largest increase in postal savings accounts since December, 1920. New York led, with Boston second and Denver third. This is of course a good index to the employment of labor, since it is the laboring class, particularly those of foreign birth, who largely form the depositors.

IN the crockery and glass trades business is continuing at the same high level and the factories are still strug-

(*Continued on page* 30)

Separating Wheat from the Chaff

Problem of Checking Up Credit Data Big and Important Task For Large and Small Stores

BECAUSE a relatively large amount of business must in general be transacted on the basis of credit, the value of outstanding accounts on the books is naturally dependent upon the good judgment of the man who passes on the credit data. As W. H. Steiner has written an informative article on the subject of "Sifting Out Credit Misinformation" to *Printers' Ink,* we believe many of our merchant-readers will find it interesting and so reprint it as follows:

The problem which confronts most mercantile credit men is that of checking a large number of credits in a relatively short period of time. Particularly important is it, therefore, that they develop accurate and readily available information, so that they can check most orders at sight, and merely hold for further investigation those cases concerning which doubt exists.

Practice, of course, varies greatly, both as to kind of information desired and sources from which it is drawn, but on the whole here as elsewhere various traditions have grown up. Certain facts about a concern are generally held to be favorable, while others are regarded, just as positively, as making a risk undesirable. Yet when careful investigation is made, these absolute conclusions must often either be qualified greatly, or else disregarded entirely. Some facts do not mean what they are commonly thought to mean, and again some sources of information, which are regularly looked to for specific kinds of data, often yield 'colored' facts. It is the purpose of the present article to indicate some leading credit facts whose commonly accepted interpretation is often, if not usually, subject to great limitation in actual practice.

We all know the story of the middle-aged small-town merchant, a self-made, hard-working, home-loving man—a pillar of society, regular church attendant, leading citizen, etc., who disappears some day. It is then found that he owes his creditors large amounts, has quietly been converting his assets into cash for some time, and has eloped with the family maid or the manicurist at the local hotel. The newspapers comment on another Dr. Jekyll and Mr. Hyde case, and the credit man ruefully takes his loss. This happens only rarely, but happens just often enough to make us wonder now we can really be sure of a man's character—his *real* character at *the present moment,* and not the reputation which he has had in the eyes of the outside world to date.

Next turn to capital. Many of us have a feeling of awe, at least of respect, when we come in contact with a large concern. It makes no difference whether we have actually visited its place of business; we are just as apt to be under the spell of the name. And often we hesitate to ask for a statement if it is not readily forthcoming; we make an exception 'just this time.' Yet every once in a while we wake up with a jolt when our big name goes wrong. We sadly reflect that it is better to be safe than to be sorry, and firmly resolve 'never again.' Yet do we always carry out our resolution?

Agency Reports

Agency reports are a convenient source from which to obtain capital ratings. Reliance upon them, however, should be confined to small rush orders; in other cases it is necessary to reach an independent judgment. The rating may be obsolete (there are several hundred thousand changes every month), or the agency may not have the full facts. A poor rating or an unfavorable change, however, puts us on our guard, and the fact that a change has occurred suggests that we make a new investigation. We may also use the book in making up a list of prospects for the salesmen to solicit.

An interesting question arises when a corporation shows a large surplus (which may be paid out) and only a small capital. It is part of the bank credit men's tradition in such cases to safeguard himself in one of several ways, in case the corporation cannot be persuaded to change surplus over to the capital account. He may require that the parties at interest endorse the paper, so that the bank can follow the funds distributed into the hands of the principal stockholders, if need be, or else obtain their guarantee; or he may have the board of directors pass a resolution that none of the surplus can be taken out of the business while any indebtedness exists. Yet those of our bank friends who insist most strongly upon the practice are careful to tell us that in actual practice no cases of loss are reported where a large surplus is shown.

Many are the tests of capacity which have been devised and many are the revisions which we have had to make in our notions since 1919. We formerly were suspicious of one-man organizations, and still are. They lack continuity and may go to pieces at a moment's notice. If the guiding spirit—in whom all the responsibility is concentrated—becomes sick, or even dies, a change for the worse is instantly noticeable. Hence one of our traditions has been to regard this fact as a sort of red flag. But what happened in 1919-1921? Many one-man concerns were decidedly better managed, and weathered the storm better than concerns which we had always regarded as more balanced, and, in particular, than many all-star aggregations. During these years many concerns whose boards of directors boasted of a number of notable names and which had well-known officers, lost heavily. They made errors which retrospect has shown were common: they were caught with an ex-

cessive inventory at the peak of prices, in addition to heavy commitments for additional raw materials or merchandise, and in many cases they had expanded plants in order to take care of the increased volume of business anticipated—both merchandise and plant financed by funds borrowed from the bank. Either the stars did not develop teamwork, each shining in his own particular sphere, or else their energies were scattered over too wide a range of interests. In any event, their concerns often suffered severely.

Another thing that this period taught us was that the younger aggressive group of business men were often 'riding for a fall.' We are apt in the United States to rate energy and action—regardless of how the work involved is performed—far too highly. We want things done; we accordingly prize the 'live-wire' and the 'go-getter.' But when the acid test of the crisis of 1920 was applied, how many were able to stand it, and who came out on top? How many self-made men, who before 1920 told in various periodicals how they had made their first million or had built up a remarkable business, fell from their pedestals?

Gray-Heads of Business

Instead of adding new laurels to our younger business men, the period showed conclusively that the older men, who had operated their businesses for several decades had appreciated the situation much more fully. Their experience gave them poise and balanced judgment which the younger, untried generation lacked. In other words, translated into credit terms, moderate but continued success over a long period of time is, on the whole, better and surer than meteoric rise. The meteor attracts more attention, but may come to earth and end its career in very short order.

Put in another way, some of the lessons just cited are as follows. The fact that a concern is making money in a period of prosperity, in itself means practically nothing. It is not a test; it merely means that a concern is not among those economic outcasts which are doomed to failure from their inception. If a concern cannot make money at such times, it had far better never be started. On the other hand, the fact that a concern has weathered a depression is likewise not always an absolute index. It has happened that a concern which went through a difficult period in poor fashion, learned its lesson and became conservative, while one which went through the same period in good style tended to become over-confident and reckless. A number of instances can readily be cited in which this happened, and some will doubtless occur to the reader. In short, a study of *present* tendencies and policies is needed to supplement the *historical* record.

Turn from the test afforded by the manner in which a concern faces adverse business conditions to some other matters. We can all recall cases of men who had an excellent record while working for others, yet went to pieces and made a miserable failure when working for themselves. All past evidence was favorable; the record showed knowledge of the business and ability to perform the very tasks which were needed, yet an indefinable something was lacking, which marked the boundary between success and failure. They went to swell the large percentage of new enterprises which die an early death. One always takes a risk in extending credit to a new concern, and even a moderate credit will bear close watch.

On old customers, the way in which the concern handles the account is generally regarded as affording one of the best possible indications for the credit man. The same is true of the facts developed through interchange of ledger experience in the case of the new account. Discount of bills is universally regarded as a sign of high standing. Yet if a concern is 'buying for a bust,' as the saying goes, it may carefully cultivate high standing with certain well-known houses through promptly meeting or anticipating obligations. When all is ready, it may then turn around and on the strength of its reputation with these houses purchase heavily on credit from them or from others, decamping before the bills are due. Or discount of bills with some houses which are given as references may be offset by delinquencies on accounts with other houses. The remedy for the last state of affairs lies, of course, in making sure that the ledger experience is exhaustive, not merely selective, and selected by the buyer.

The fact that a concern lets its account run past due, on the other hand, we generally regard as a danger signal. In the case of a large concern, this is rightly so. It has the mechanical facilities for meeting obligations promptly, and laxness on its part indicates either a tendency to indulge in sharp practices, or else a dangerous condition.

The Small Concern

But in the case of small concerns, past-due accounts may mean everything or nothing. The individual attending to such matters may be sick, and bills held up until his return. Or personal expenses of an extraordinary nature may temporarily have made the concern short of ready cash. Much discrimination is required to get at the actual facts and judge conditions rightly. But in any event, we may be sure that a much more dangerous situation exists where a concern which has been taking its cash discounts for a number of years, suddenly ceases to do so, and even perhaps lets some bills run past due, than in the case of a large concern which is always on the danger line and regularly runs somewhat past due, but always manages to come through. A sudden change for the worse is a clear warning signal.

During recent years great stress has been placed upon the audited statements of condition. We have often felt that where they were used an impartial check was introduced from outside the business, which would discount the enthusiasm shown by the concern preparing its own statement. But as time has gone on, we have learned that, like most things, the audited statement affords no absolute guarantee. There are audited statements and audited statements, so that any single one may mean much or little. We have learned to distinguish between financial or balance sheet audits, in which the items are merely taken from the books, and full audits in which statements are verified, inventories personally taken and independent appraisals of all assets made by technical appraisers. We

have learned to examine carefully the auditor's certificate in order to ascertain the limitations to which his procedure has been subject. And, even when we have an audit made by a nationally known accounting firm, we know that we may not have an absolute safeguard, for facts of vital importance to the credit man may be omitted.

Our old standby in the financial statement is the current ratio. Two for one has long been a popular rule of thumb. In recent years volumes have been written about its inadequacy—the need to supplement it by other tests or ratios between various statement items, and the fact that the credit man cannot expect to apply the same standard under different conditions. To use a stock illustration, the millinery manufacturer finds himself in a wholly different situation from the packer. His business is highly seasonal, so that his sales, receivables and merchandise fluctuate greatly; his stock may depreciate greatly in value if style changes occur; and he sells on long time. The packer is in exactly the reverse situation. These differences may well be reflected in current ratios of three or four to one and one and one-half to one, respectively. Moreover, the millinery concern's ratio will differ greatly at different seasons of the year. Highest after the clean-up, it will be lowest when the concern is entering its period of active sales.

The size of a satisfactory ratio also varies with the composition of the current assets. A high percentage of cash might well justify a lower current ratio in cases where a high percentage of merchandise would not. And, lastly, the size of the ratio which should be expected varies with general business conditions. When business is active, but prices inflated, the current assets may turn out not to be worth 100 cents on the dollar, for, if conditions change and prices break, merchandise will have to be scaled and bad debts charged off. We should therefore adjust our current ratio requirements to the course of the business cycle. It is evident that in judging the current ratio a great variety of factors must be taken into consideration. There is nothing mechanical in the test! no substitute for keen credit judgment exists. Like so many other things a two-for-one ratio possesses but limited significance.

The financial statement which we obtain does not in the great majority of cases include a profit-and-loss statement. As a substitute, we generally look to the rapidity of merchandise turnover to afford an indication of the earnings of the concern. Immediately after examining the current ratio, we make this test. Yet is it infallible, any more than other credit tests? Often a concern tries for a large volume of business. It wants to be big, and prides itself on its growth. Likely as not, it adopts a cut-rate policy to get the business. But here there is danger. Unless it has adequate knowledge of costs, it may not price the goods right. It may get the volume, but at a loss. The more it sells, the more money it loses. In such cases it is in a no more happy situation than the small man, ignorant of business methods, who just guesses, and guesses wrong until he goes to the wall. The latter loses less for us than does the big fellow.

(*Continued on page 24*)

Economist Predicts Growing Business

Professor Irving Fisher, of Yale University, has issued an analysis of the movement of price index numbers in the first three-quarters of 1923, and states:

"During the first quarter of 1923 prices rose rapidly, during the second they fell rapidly while during the third they have remained comparatively stable.

"The nine months as a whole thus make a fairly stable period.

"As to the fourth quarter, the outlook seems to be for continued prosperity and a rising price level.

"Business seems unduly cautious and hesitant. Confidence ought gradually to increase, causing business expansion, freer borrowing of money and a consequent gradual bidding up of prices.

"European conditions constitute a drag on our prosperity, especially for the farmer, but the burden will be distributed and readjusted while it is not likely to be greatly increased.

"Although the price level, or purchasing power of the dollar, is only one of many factors affecting prosperity it is usually the dominant one and at present, being stable, it is a favorable factor.

"It is interesting to note, as the chart plainly shows—that the weekly price movements in England are in general sympathetic with those in the United States. This is the first time it has been possible to demonstrate this fact, as, previously to this year, no weekly index numbers have been available.

Retail Trade

Following will be found a summary of sales of mail-order houses and chain stores for August and September this year, with comparisons:

Mail-order	*Sept.*, 1923	*Sept.*, 1922	*Aug.*, 192
Sears-Roebuck	$16,103,251	$14,375,429	$13,909,30
Mont. Ward	9,949,398	7,088,684	8,425,43
Total	$26,052,649	$21,464,113	$22,334,73
Chain stores			
F. W. Woolworth.....	$14,774,962	$13,508,231	$14,964,17

	Nine months		*Change,*
Mail-order	1923	1922	*p. ct.*
Sears-Roebuck	$151,750,747	$121,279,805	1 12.0
Mont. Ward	90,303,759	59,552,224	1 40.3
Total	$242,054,506	$180,832,029	1 33.8
Chain stores			
F. W. Woolworth.....	$125,443,572	$109,240,146	1 14.8

September mail-order sales (two houses) totaled $26,052,649, a gain of 16.6 per cent. over August and of 21.1 per cent. over September a year ago. Sales by these two mail-order houses monthly since January, 1920, follow:

	1920	1921	1922	1923
Jan.	$38,403,048	$21,319,252	$19,782,575	$27,407,32
Feb.	39,453,220	19,465,148	18,197,993	26,178,06
Mar.	39,374,092	27,501,889	23,832,535	32,730,41
Apr.	31,315,597	22,839,363	22,070,272	30,691,31
May	26,034,680	17,559,033	20,854,770	31,127,06
June	25,147,447	17,899,997	19,565,551	25,957,36
July	24,096,695	13,005,447	17,355,124	22,452,84
Aug.	24,023,408	17,960,843	17,709,096	22,334,73
Sept.	24,616,234	21,163,802	21,464,093	26,052,64
Oct.	28,801,321	24,982,284	30,222,078	.....
Nov.	36,445,102	23,767,564	31,700,309	.....
Dec.	29,217,737	24,506,006	32,379,588	.....
Total ..	$366,928,581	$253,970,628	$275,133,984	.....

It will be seen that the September sales this year were the largest since May and exceed those of any previous September since and including 1920.

The following table, made up by the Federal Reserve Bank of New York, shows the condition of retail trade and stocks, mainly of department stores, in August, in different districts.:

District	Comparison of net sales with corresponding period last year. Aug.	July 1 to date	Stocks end of August compared with Last year	Previous month
Boston	1 10.6	1 9.8	1 7.9	1 3.5
New York	1 10.7	1 9.7	1 8.2	1 6.9
Philadelphia	1 13.4	1 13.4	1 10.5	1 7.3
Cleveland	1 21.7	1 19.0	1 16.2	1 7.5
Richmond	1 5.6	1 8.1	1 11.0	1 .8
Atlanta	1 12.5	1 12.9	1 12.6	1 7.8
Chicago	1 24.3	1 17.5	1 11.3	1 10.6
St Louis	1 10.4	1 12.4	1 15.7	1 8.6
Minneapolis	1 5.4	1 2.8	1 8.0	1 .4
Kansas City	1 7.0	1 6.2	1 7.6	1 8.7
Dallas	1 3.0	1 2.8	1 8.1	1 13.3
San Francisco	1 13.5	1 16.6	1 13.9	1 6.5
United States*	1 13.1	1 12.0	1 11.0	1 7.2

*Five hundred and two stores reporting.

The following table shows the changes in value of retail trade as reported by the New York Federal Reserve Bank, the average monthly value in 1919 being taken as 10):

	Dept. stores	Mail order	5 & 10
1922	306	4	4
January	90	65	95
February	80	59	101
March	102	84	118
April	112	77	135
May	116	70	130
June	107	69	127
July	80	58	126
August	87	57	130
September	106	75	136
October	130	109	157
November	130	110	152
December	186	108	279
1923			
January	100	89	116
February	89	84	117
March	123	113	163
April	118	102	143
May	128	97	155
June	123	87	155
July	90	74	144
August	98	73	154

Summary Imports and Exports

The foreign trade of the United States for the month of August shows an increase in both imports and exports over the preceding month. Department of Commerce figures for the month of August, corrected to September 22, follow:

Imports

	1922	1923
China, not decorated	$ 53,301	.....
China decorted:		
From France	.....	$ 64,557
" Germany	.....	312,318
" United Kingdom	.....	5,254
" Japan	.....	417,506
" Other Countries	.....	84,036
Total	.....	$883,671
For Eight Months Ending August		
	1922	1923
China, not decorated	$384,710	.....
China decorted:		
From France	.....	$393,623
" Germany	.....	1,403,078
" United Kingdom	.....	30,644
" Japan	.....	1,827,842
" Other Countries	.....	450,351
Total	$384,710	$4,105,538
Earthenware, not decorated	$ 37,285	.....
Earthenware, decorated	405,242	.....
Total	$442,527	.....
For Eight Months Ending August		
	1922	1923
Earthenware, not decorated	$206,059	.....
Earthenware, decorated	2,927,731	.....
Table, Toilet and Kitchenware, plain	.....	444,946
Decorated	.....	2,502,334
Total	$3,133,790	$2,947,280
	1922	1923
Glassware, cut or decorated	$229,570	184,565
Blown glassware	.....	130,547
Total	$229,570	$315,112
For Eight Months Ending August		
	1922	1923
Glassware, cut or decorated	$1,384,656	$878,674
Blown glassware	.....	820,121
Total	$1,384,656	$1,698,795

DOLLS AND TOYS

	1922	1923
Dolls and parts of dolls	$139,288	$198,499
Other toys	541,938	641,946
Total	$681,226	$840,445
For Eight Months Ending August		
	1922	1923
Dolls and parts	$ 826,043	$1,297,844
Other toys	3,655,165	4,468,633
Total	$4,481,208	$5,966,477
Table and kitchenware of metal, enameled or glazed	$ 52,852	7,148
For Eight Months Ending August	$302,507	$147,544

Exports

China and Procelain:

	1922	1923
Table, Toilet and Kitchenware	$16,247	$9,367
All other	5,826	8,339
Total	$22,173	$17,706
Earthen and Stoneware:		
Table, Toilet and Kitchenware	$ 5,784	$ 8,530
All other	56,271	76,046
Total	$62,055	$84,576
For Eight Months Ending August		
China and Porcelain Ware:		
	1922	1923
Table, Toilet and Kitchenware	$131,906	$116,681
All other	82,424	93,847
Total	$214,330	$210,728
	1922	1923
Earthen and Stoneware:		
Table, Toilet and Kitchenware	$68,095	$53,400
All other	614,609	601,391
Total	$682,704	$654,791

GLASSWARE

	1922	1923
Table glassware, plain	$156,200	$198,784
Table & other gl'ware, cut or engraved	14,651	10,040
Globes and shades	34,084	42,990
Total	$204,755	$251,614
For Eight Months Ending August		
	1922	1923
Table and glassware, plain	$ 828,473	$1,485,502
Table & other gl'ware, cut or engraved	101,780	138,328
Globes and shades	276,602	300,421
Total	$1,206,855	$1,924,251

DOLLS AND TOYS

	1922	1923
Dolls and parts of dolls	$ 27,054	$ 37,247
Other toys	160,094	201,921
Total	$187,148	$239,168

For Eight Months Ending August

	1922	1923
Dolls and parts of dolls	$110,586	$144,326
Other toys	759,910	1,078,339
Total	$870,496	$1,222,665

TABLE AND KITCHENWARE OF METAL, ENAMELED OR GLAZED

For Eight Months Ending August

1922	1923	1922	1923
$64,454	$133,082	$398,102	$894,308

German Glass Factories Busy

Work in the glass factories continues normal, excepting at those situated in the occupied districts; these latter have been closed down for the past six weeks owing to lack of coal, and some of the hands are being employed in carrying out necessary repairs, whilst the glass-workers, for the present disengaged, are being allowed two-thirds of their normal wages by the German Government. As manufacturers will not use the railways, as they are now under Franco-Belgian management, glass is being transported by motor lorries up to the first station on non-occupied territory. As gas coal, which all comes from the Ruhr, has cost since Aug. 8 Mk. 23,267,000 per ton, the price of glass is steadily rising beyond its already fantastical height. The Association of Central German Hollow-glass Ware at Dresden has, since Aug. 17, made the following advances upon their prior price bases: Clear and colored glass, Mk. 60,000; opal, seladon, and plated glass, Mk. 72,000; and for machine-made glass, Mk. 32,000. Cases are invoiced at 1.5 million, and crates at 1.2 million mk. per sq. m. superficial area. The Association of Printed Glass Manufacturers, of Cologne, have increased their price base by Mk. 45,000 since Aug. 6. The Sales Office of the Armoured Glass Works, at Berlin, has also increased prices 150 per cent. Prussian Chamber of Commerce report on the German glass industry during the past month says that in the table glass section there were complaints regarding deliveries of sulphate. Employment declined during the month. At some mills cancellations of orders were received. The lack of working capital leads to fears that a part of the works will have to close down. The rise in prices makes any increase in inland orders impossible. Sales abroad ceased almost entirely, as the Czecho-Slovak and Belgian industries were able to quote substantially lower prices than the German manufacturers. From the hollow glass industry complaints of insufficient supplies of soda and red lead were received. The prices of raw materials rose in an extraordinary manner, and the mill prices had therefore to be considerably increased. Partial strikes hindered production. As a result of the lack of orders and the scarcity of working capital, cessations of activity took place or were contemplated. Home sales declined greatly. Import business suffered from the fact that the German prices exceeded the world market prices. There were many instances of cancelled orders.

The Russian Trade Situation

Russian porcelain will be specially represented at the Teheran Exhibition, where Russian optical apparatus, glass retorts, chemical vessels, etc., will be shown, and the labels will be in the Persian language.—The Tver (formerly M. S. Kuznetzoff) Porcelain Factory has been re-started after undergoing capital repairs. It is running at about per-war load. The demand is greater than the supply.—Business in porcelain and glass at the Nizhynovgorod Fair has been prettly good; 100 wagon loads, valuing 1 million of gold roubles, were sent to the Fair by the Prodasilikat and about three-quarters are reported sold, partly for cash but mostly against bills, and chiefly to Consumers' and Agricultural Co-operative Societies. Ninety-nine per cent of the goods sold to private people went to Persian merchants. Long contracts have been made with Provincial Governments and "Co-operatives." Considerable purchases were to be made by the Prodasilikat of raw materials for the glass and porcelain industry.—The reconstitution of the Gluchoff Kaolin Factory, which passed into the hands of the Prodasilikat last year, is approaching completion. Production has already reached pre-war level namely, 50-60 wagon loads per month. The August production is expected to reach 75,000 poods. Only the finer sorts are being prepared. The preparation of third-class goods has ceased altogether. The cost of production is declining from month to month.

U. S. P. A. Move Into Luxurious Quarters

When members of the United States Potters' Association visit the new headquarters in East Liverpool, O., one of the prettiest suites ever designed will greet their eyes. The several rooms are beautifully furnished, and indeed the suit is a credit to the association. It is so unlike the offices that have been occupied for so many years.

The new offices are located on the second floor of the Thompson building, Fourth and Market Streets. At the head of the stairway, leading from the street, two doors open on the right, one leading into the office of Charles F. Goodwin, secretary-treasurer, and the other into the main assembly room. A conference room has also been provided.

Specially designed mahogany furniture has been placed in the conference room.

Mr. Goodwin's office have walls finished in cream color with light brown woodwork. Draperies of each room match the wall finish. Then there is a club room, with a seating capacity of 100. Five davenports and comfortable arm chairs have been provided in this room, in the center of which is a handsome table and numerous floor lamps and portables. The assembly room is furnished just as comfortably as the club room.

The Potters' Association has provided the city of East Liverpool with a conference room, that is a credit to the community, and the liberality of the Association was displayed Tuesday night, when the first conference was held therein—a meeting between the city council and representatives of the Manufacturers' Light & Heat Co., of Pitts-

burgh, Pa., when a boost in the price of gas was discussed for this section of the Ohio Valley.

Within the next month, perhaps, it is very likely that the Executive Committee of the Association will call a special meeting of the members to be held here. Business sessions will be held in the new headquarters, while the East Liverpool Country Club will be used for entertainment purposes.

Lamp Men Work for Charity

In the round-up of business men interested in charity, committees in two more trades were formed recently as a part of the Business Men's Council which is raising the $400,000 deficit for the current budget of three and a half million dollars of the Federation for the support of Jewish Philanthropic Societies which maintains 91 welfare institutions in New York City. The Business Men's Council has organized more than 100 trade committees for this work.

Samuel J. Bloomingdale organized the men in the lamps and lighting fixtures industry including buyers from the housefurnishing departments of Gimbel's, Macy's, and Bloomingdale's, Leopold Plaut, President of the United Hebrew Charities, a well known member of this trade and Bernard Blitzer of the Lightolier Co. will cooperate with Frank Kirschbaum, buyer for R. H. Macy, who was appointed chairman of the committee with a quota of $5,000. Mr. Bloomingdale is division head of all groups in the house furnishing trades.

French Pottery Imports

Imports of Pottery to France during the first quarter of this year amounted to 34,062 m. tons, as compared with 27,960 m. tons during the corresponding three months of 1922. Glass and glassware imports during the same periods were 9,724 m. tons and 9,019 m. tons respectively.

Netherlands Exports

Imports into the Netherlands of earthenware for 1921 were valued at $3,847,083 and amounted to $4,489,700 in 1922. These figures do not include tiles. The glass imports for 1921 were valued at $4,093,836 and in 1922, $5,065,275. Exports of earthenware for 1921 were valued at $2,398,704 and for the year 1922, $2,441,880.



Here is how the Evans Drug Co., Philadelphia, displayed the attractive Pittsburgh Lamp, Brass & Glass Co.'s line of portables.

CAUGHT IN THE NEWS NET

WITH comparatively few buyers visiting the market during the current week, the tide will turn in a few days, according to the predictions of many in the trade. The occasion, is of course, not only the desire to look over the new lines on view but to take in the concluding week of the world's series now on between the Giants and the Yankees.

J. L. Bradshaw, buying for his own store at Stratford, Ontario, Can., is a visitor in the city this week placing orders in anticipation of an increased demand during the holiday season. He is stopping at the Prince George.

Sam Fisher of the Paden City Glass Mfg. Co., Paden City, W. Va., is expected to arrive in town during the next day or two to confer with D. King Irwin, the local factory representative and to attend the world series.

William Kahn, sales manager of Factory F. United States Glass Co., spent a few days in the city the current week, calling on E. T. W. Craig, the New York manager of the concern.

Arthur Bennett, president Cambridge Glass Co., Cambridge, O., was a visitor in the city the past few days, conferring with Alex Menzies, manager of the concern's New York office.

One of the interesting features of the wholesale market this season is the unsual attractive showing of Bavarian china and Guy Cooke, manufacturers agent, Fifth Ave. Bldg. sprang a surprise on the trade by opening up this week an attractive display of tea and coffee sets.

Correll Goes With Abraham & Straus

Announcement was made on Friday of last week that S. H. Correll one of the trades well known buyers, had been engaged as assistant buyer in the china department to Langley Hawthorn at the Abraham & Straus store, Brooklyn.

Mr. Correll who assumed his duties on Monday of this week, was formerly china, glassware and lamp buyer for Hahne & Co., Newark, N. J., and for the past year has been connected with the lamp department of R. H. Macy & Co., in a buying capacity.

Hughes and Audrey Accept New Positions

S. Hughes, buyer of china, glassware and housefurnishings for the Adams, Flannigan Co., 149th St. and Third Ave., has resigned his position with this concern to accept a position with Bloomingdale Bros. as buyer of housefurnishings. Louis Klayf, merchandise manager of Bloomingdale Bros. will, it is understood, continue to handle the china and glassware departments. Audrey, buyer of these lines for H. C. F. Koch & Co., succeeds Mr. Hughes and up to going to press the new buyer for the Koch store had not been announced.

Salesmen Golfers Hold Closing Tournament on 16th

The closing tournament of the Pottery, Brass and Glass Golf Associaion for the season will be held at White Beeches, Haworth, N. J., on Tuesday, October 16th inst.

Members going by train from New York are advised to go by West Shore R. R. from Weehawken, train leaving that point at 9:29 A. M. and due in Haworth at 10:18 A. M. Our host, President Dodson, will greet arrivals on that train.

Members may take N. J. & N. Y. train from Jersey City at 9:44 for Oradel and taxi to White Beeches. A train leaves Weehawken also at 12:32 P. M.

At this meeting there will be competition, in addition to usual Association prizes, for Salesmens Championship Medal and finals for the Seasons Prizes and also desiring to attend should advise Secretary Owen, 126 Fifth Ave., at once, stating number of guests.

As caddies at this season are scarce at White Beeches they must be procured in advance from other sources and we must be informed immediately how many will be needed. This is the big event of the season and a large attendance is expected.

Dickinson, Inc., Open New Showroom

Moving last week from the Fifth Ave. Building where they have been located for some years, Edward B. Dickinson, Inc., importers, are now occupying their ground floor salesroom at 37 West 23rd St. Just around the corner from their former location, the last finishing touches are now being added to their new home. Advantageously situated in the heart of the uptown crockery and glassware market, the new quarters is one of the most attractive salesfloors in the district. With a splendid frontage of window display space, with its parquetry floor and with divided display fixtures and background of paneled mahogany, the impression conveyed to the eye is richness without undue showiness. The drapery is in ash-gray Druid cloth.

The visitor enters the establishment through a reception room, finished in red mahogany. At one end is a tiled mantle in a mahogany frame and desks for the

salesmen and chairs for the visiting buyers. On either side of the Colonial entrance, are cabinets for making special displays. The long and narrow effect of the floor has been admirably broken up by running the mahogany partitions across the floor to form three display rooms. All of these rooms reflect originality and individually show in wall cases, cabinets and center tables, the famous imported wares which this concern specializes in. With the entire color scheme in rich mahogany, the tables and cases are covered with a rich tan shade of twilled cloth, forming a particularly effective neutral background on which to display dinnerware and fancy short lines to particular good advantage. As the side display cabinets are illuminated with concealed lights, the buyer views the merchandise under the best possible conditions.

In the first room, which is the largest, is grouped the extensive line of Booths Ltd. English dinnerware, then follows a comprehensive display of the dinnerware of Thomas Till & Sons and the individual displays of "Ye Olde English Grosvenor China" and the assortment of short and fancy lines. In the rear display room is grouped the Lingard, Webster & Co. line of hook-lid tea pots and the wares of Arthur Wood and the British Pottery Ltd. line.

The office has been conveniently removed from the salesfloor by the construction of a mezzanine balcony and having the entire basement, a very large space is available for stock, which assures buyers of prompt shipments. With a good many others in the trade, we think Mr. Dickinson has worked out a most attractive and convenient business floor and one that provides an artistic setting for the sale of fine wares.

Buyers in New York October 4th, 1923

October 4th, 1923

W. B. Shockley, china, glass, J. B. Ivey & Co., Charlotte, N. C., 52 4th Ave.

J. M. Stockwell, gifts, parchment shades and toys, Home Co., Ashland, Ohio, 1164 Broadway.

F. L. Warren, housefurnishings, Callender, McAuslan & Troup, Providence, R. I., 240 Madison Ave.

Miss Adams, housefurnishings, Newcomb Endicott Co., Detroit, Mich., 115 West 30th St. (Weill & Hartmann).

H. Kline, china, glass and housefurnishings, Watt & Shand Co., Lancaster, Pa., 432 4th Ave. (D. G. Union).

October 5th, 1923

H. G. Chamberlain, toys, S. F. Izard Co. Elmira, N. Y., 315 Fourth Ave.

H. Berliner, china and glass, Gimbel Bros., Milwaukee, Wisc., Broadway and 32nd St., N. Y. Office.

P. J. O'Hara, housefurnishings and toys, Strouss-Hirschberg Co., Youngstown, O., 1150 Broadway (F. Lilienthal Co.).

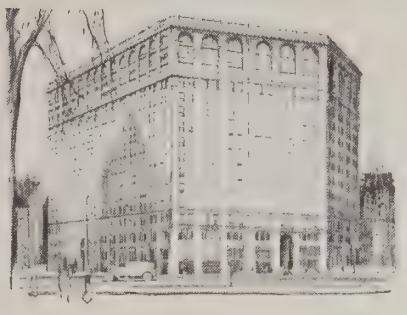
M. Shinn, gifts and toys, Home Co., Ashland, O., 1164 Broadway (Fellows Buying Corp.).

C. Troutman, lamps, A. Troutman Sons, Butler, Pa., 1270 Broadway, care Pond & Weinstein.

M. Adams, housefurnishings, Newcomb Endicott Co., Detroit, Mich., 115 West 30th St. (Weill & Hartman).

H. E. Kline, china, glass and housefurnishings, Watt & Shand, Lancaster, Pa., 432 4th Ave., care D. G. Union.

(*Continued on page* 31)



New York Headquarters for House Furnishings

THE logical place to begin a buying trip. Here are located the New York offices and salesrooms of the leading manufacturers. Convenient to railroad and steamship terminals, subways, elevated and surface lines; close to hotels, retail and wholesale shopping districts, and the financial district.

THE FIFTH AVENUE BUILDING
Broadway and Fifth Avenue
at Madison Square, New York
"More than an office building"



WHAT THE POTTERIES ARE DOING



ALTHOUGH the fall season has only fairly set in, general ware pottery manufacturers have already started to feel the apparent shortage of natural gas for commercial purposes. With the weather a bit frosty on Friday of last week, natural gas was denied many kilns, and the supply diverted to domestic consumers. The fortunate part about the situation, however, is that the use of oil for kiln firing is increasing, and approximately 25 kilns in this district are now under oil fire. Some of these kilns, be it said, are so equipped that either gas or oil can be used, and in the event of a scarcity of gas, it is an easy matter to "turn oil in." Within a short while, manufacturers will be compelled to pay a higher price for gas than the present rate calls for, and this will create an increase in overhead expense which of course will be absorbed by the manufacturers.

It is probable that several new shapes will be presented in January by some generalware manufacturers. In a number of instances a number of new items will be added to current shapes, as has been the case in former years. Modelers have been asked by at least two manufacturers for suggestions, and should these be adopted, the new shapes will be ordered for January marketing.

Although the Homer Knowles Pottery Co., of Santa Clara, Cal., has been adjudicated as bankrupt, Mr. Knowles has been named as trustee of the property. It is now said that eastern capital is about to become financially interested in this three kiln shop, and that it may be placed on a production basis within the next few months. In the appointment of trustee, Mr. Knowles received a vote of two to one over L. S. Dennison, who was appointed receiver. Liabilities of the company have been placed at about $75,000, distributed among perhaps 100 more or less creditors.

The annual outing of the employes of the Carrollton Pottery Co., of Carrollton, O., was held a few days ago, as has been the custom of this firm for many years.

Demand for ware now being experienced by the generalware manufacturers is exceptionally heavy, due to the season of the year. It is admitted that more than one plant is sold up for current year delivery on particular lines, especially on the higher priced decorated offerings, and that in many instances new business is not being subjected to last quarter delivery.

For some months manufacturers have been suggesting to their trade the wisdom of placing fall and holiday requirements early in order that deliveries could be made this year, and those who heeded this suggestion have been assured of deliveries in time. Current demands are exceptionally heavy, not only are the mails heavy, but a number of wire orders have been received by some of the larger plants during the last fortnight.

Jobbers are anxious to obtain all stocks possible, and the demands being made on these distributors is showing a steady increase, due to the season. Western and southern houses are urging manufacturers to increase deliveries as rapidly as possible. Staple lines are in exceptionally heavy request, and some of the jobbers have reported that decorated ware is moving better than in former years. Plain white goods are in the usual heavy demand.

When the new addition to the plant of the French China Co., at Sebring, O., was finished a few days ago, the building was opened by the employes of the company giving a dance. The event was a happy one, and many from other of the Sebring potteries were invited to join the happy crowd.

The new patterns that will be offered by the Smith, Phillips China Co. for 1924 have been selected for their Princess shape, and some of the first samples are now being shown. Business for this new line is being booked, but as the line has been designed for the forthcoming season, buyers quite understand that nothing is to be delivered during the current year.

Favorable progress continues to be made upon the construction of the new plant for the W. S. George Pottery Co., at East Palestine, O. With these five kilns in operation, the George interests will then have four properties under its control—two in East Palestine, and one each at Kittanning and Cannonsburg, Pa.

As previously reported in the JOURNAL china manufacturers are still in receipt of active business on all lines. The recent standard specification list for hotel ware adopted by these manufacturers—a schedule worked out after conference with large consuming interest and the Bureau of Standards has tended to eliminate many items from the list, but in no wise has it decreased orders. In fact, the tendency is just the other way. As a result of this new list, production has been increased on the entire line of items that always has a ready movement.

Some factory agencies have reported that because of the crowded condition of their factories, it is rather hard ju

(*Continued on page* 24)



GLASS FACTORY ACTIVITIES



OF late both glass manufacturers and department store heads have been watching financial reports which in any way reflect the savings of the people in general. Close observers of these reports now declare, that such statements indicate that fall and holiday buying will be heavy, and manufacturers say that this is one season why the demand for practically every line of utility and specialty glassware is so active just now. It is reported by the manufacturers that new business is in just a little heavier receipt this season than during the corresponding term last year. This situation means that the manufacturers will experience an unusual rush period during the remainder of this month and next, when holiday goods will be in such heavy request.

Decorated glass novelty ware has certainly come back strong, following the lull in demand the line experienced during the late spring and summer season. Factories and decorating shops producing this line of merchandise are working full time, and every effort to get orders out quickly is being made.

The report that the Hazel-Atlas Glass Co. was negotiating for the purchase of the glass section of the Eagle Glass & Mfg. Co., of Wellsburg, W. Va., has been officially denied by officials of the former interest. The well known Wheeling concern has been manufacturing some items in glass for the Eagle company, and there the connection between the two interests end.

The Hazel-Atlas Co., however, is making every effort this year to reach the goal of manufacturing nine pieces of ware for every American inhabitant this year, all of which is no small undertaking. At the branch factory of this company in Oklahoma, the company is now spending upwards of $100,000 in betterments, this with a view to increase production of that western unit.

That the capacity of the plant of the Monongah Glass Co., at Fairmont, W. Va., is to be increased to a rather large extent, is indicated by the report that the company has arranged for a bond issue of $1,000,000 of which amount about half will be used in factory extensions. For some weeks the company has had its engineers at work on plans for these extensions, which are expected to be awarded within the next few weeks.

It is expected that a meeting of the board of directors of the Western Glass & Pottery Association will be called soon to meet in this city, when plans for the annual meeting next January will be considered. Secretary-Treasurer Watson W. Lang is more than pleased with the interest shown in the new membership campaign, salesmen, buyers and manufacturers are forwarding new applications, and as Mr. Lang has put it, "Some one is going to win one of the five prizes, we're offering those who secure the largest number of applications before the close of the fiscal year."

The capital stock of the Emerson Glass Corporation of Jamestown, N. Y., is to be increased from $100,000 to $250,000.

Managers of glass and china departments of local department stores have begun to notice the early holiday buying. Now and again merchandise is being bought for the Christmas season, and as it has been said by some of the buyers here that "they're doing their Christmas shopping early."

The Pittsburgh Lamp, Brass & Glass Co. is reporting an exceptionally heavy demand for its new line of portables, recently described in the JOURNAL. An entire new line of hand painted designs is to be had on the shades this season All factories of this company are on very active production.

The Corning (N. Y.) Glass Co. has placed a new tank in operation manufacturing bulbs.

With a capital stock of $30,000, The Brilliant Glass Co., was incorporated at Columbus, O., Tuesday, to operate a plant at Brilliant, five miles west of Steubenville, O., on the Ohio river. The incorporators are: W. A. Craig of Brilliant and W. K. Rogers of Wellsburg, W. Va. W. N. Matthews of Wellsburg has been elected vice-president and general manager of the plant. A general line of ship, railroad and automobile lenses are featured by the company, and it is announced by the company that orders insuring a steady run of six months are now in hand. An additional day tank is to be built at once, giving the firm a battery of three tanks.

Macbeth Evans Win Infringement Case

A supplemental opinion to one last year in the case of the Macbeth-Evans Glass Company, plaintiff, appellant, versus L. E. Smith Glass Company, of Mt. Pleasant, Pa., from the Pittsburgh District, was filled by Judge Davis, in the Circuit Court of Appeals at Philadelphia. The bill related to alleged infringement of the Macbeth-Evans lens.

Judge Davis found that the lens of the defendant com-

bined all the elements of the plaintiff's lens, operated in the same way and produced the same results. The supplemental opinion said: "No one doubted that the defendant's lens was a plain infringement if it was valid. Validity of the patent was the principal issue. It seemed unnecessary to the District Court to pass upon the question of infringement after holding the patent invalid."

What the Potteries Are Doing

(*Continued from page 22*)

at this time to get orders through as quickly as earlier in the year. In some instances these representatives are in almost daily touch with the home offices inquiring about possibility of delivery of new business before accepting business from their customers.

Souvenir plaques are in rather heavy request this season, the jobbing interests handling this specialty forwarding some exceptional heavy orders to local plants.

One workman was killed and another injured when guy wires snapped, releasing a gin-pole which struck them while they were at work unloading heavy machinery at the new plant of the Homer Laughlin China Co., at Newell, last Saturday morning. This is the first fatality recorded on the new part since construction began.

The Oakwood Pottery Co. is the name of a new concern recenty formed at Roseville, O., with a capital stock of $15,000. The company is being developed by E. A. Baldoser.

Langley Hawthorne, with Abraham & Strauss, New York; Leon Arnstein, merchandise manager and Al Papke, with the Schuster stores, Milwaukee, Wis., were among the buyers in East Liverpool this week.

George T. Bratt, salesman for the E. M. Knowles China Co., has returned from an extended western trip.

E. W. Hammond, New York representative for the Knowles, Taylor & Knowles Co., has been spending the week at the factory, coming here from visiting his factories in the West Virginia glass district.

Separating Wheat from the Chaff

(*Continued from page 16*)

What lessons have we to learn from this survey of currently used credits tests or facts? Most of them are based on the idea that what men have done in the past they will continue to do in the future. But history does not always repeat itself. Vary the conditions slightly and a totally different result may be obtained; leave the conditions unchanged and the man may change his methods. One cannot be absolutely sure. Therefore, when you see one of the commonly accepted facts, merely take it as a sort of working hypothesis. Treat it as a presumption for o against the risk, but do not regard it as decisive. Don' jump at conclusions. There is no substitute for judgment nothing is wholly good or bad. Check this information b data from other sources, so that you get a well-rounde check.

Glass Industry in Czecho-Slovakia

This country possesses 81 glass works, comprising 21 furnaces and employing 13,810 hands. There are also 7 glass-cutting works and 398 workshops of different kind employing 4,370 hands, including also two factories fo the production of electric glass. Divided up into their spe cial branches, the glass industry may be summarized a follows: Bottle Glass: 8 factories, 27 furnaces, 7 Owen machines, 3,118 hands. The home industry comprises cu ters, refiners, decorators, etc., employing 16,915 peopl at their own homes. Total Number of Factories an Hands: 113 factories, 299 furnaces; cutters and other 1,615; and hands, 51,567. Owing to the stagnation i trade, some 4,000 hands have gone abroad, and, in spite o the general situation, have managed to improve their po sition, but at home from 12,000 to 15,000 hands are sti idle. Home workers and the hollow-ware branch hav been most affected by this stagnation, whilst in bottle an window-glass work is confined to 2 or 3 days a week. I the bottle industry 4 out of 7 Owens machines are at work plate-glass firms are also working still.

Buy this MODERN glass!



Have you Nonik in stock? If not write for catalog.

ELIMINATES 50% of breakage and nicking.
The graceful, patented bulge protects the edge—and strengthens the glass.
Made of sparkling crystal — exquisitely thin and clear.
Enjoyed in 100,000 up-to-date homes.
Many beautiful designs and decorations at surprisingly low prices.

INSIST ON NONIK. Send for complete price list.
The Nonik Glassware Corporation
Mohawk Bldg. 5th Ave. & 21st St., N. Y. C.

NONIK
TRADE MARK
REG. U.S. PAT. OFFICE

This is a reproduction of the powerful Nonik Advertisement which appears in October Woman's Home Companion and Good Housekeeping Magazines.

Novelties in Fascination Lane

Selected Items Representative of the Best Offerings of Master Craftsmen in Art and Gift Goods

By Beatrice Miller Wisner

Charming Glassware In Striking Colors

It is seldom that nature's coloring can be defied or that e glorious tints of the rainbow can be reproduced in assware. The accompanying illustration, pictures some jects from the Thompson Studios, Willmette, Ill. (sales presentatives, McKenna Sales Corp., 1271 Broadway, Y.) that challenges nature in the marvellous coloring hieved by the studios, which characterizes this glassware lividuality. There is nothing wanting in the smoothness d brilliancy of the varied colors which are noticeably ef-ctive. This glassware entirely made by nd, each piece is wn, not moulded by achine, the colors are the glass, not sprayed burned on, conse-ently are permanent d cannot be washed or bbed off. At the above New York representatives oms, a delightful assortment of this colored glassware displayed, among the number of items are candlesticks, wls, vases, console sets, bon bon and conserve dishes d numerous other extremely novel shapes, suitable for t shops. Just to describe a few; one of the most en-ing, is an excellently moulded and graceful console set, e fruit bowl, flars at the top, with the base in correct portion, showing plain sea green color truthfully exe-ted, while the candlesticks feature two colors, yellow d green, and are unusually designed with slim tappering m in plain yellow, with the base and top in plain green, rrying out the same color as that of the fruit bowl. me plain blue candlesticks are noticeable for the splen-d blue, with delicately moulded stem and flaring top and se. Another item which deserves special mention for usual coloring, is a bon bon dish also suitable for con-ves or small fruits. The natural vivid orange coloring this unique dish, harmonizes beautifully when placed on a mahogany table, in fact all the pieces are so per-tly colored and designed that they afford a pleasing dition to dining table, stand or boudoir desk. A visit to e New York showrooms, will be a convincing proof of e beauty and durability of this colored glassware.



Reproductions In Grey Iron

A most extensive variety of Grey Iron Castings are de by the Albany Foundry Company, Albany, N. Y., table for decoration in soft flat colors in oil, the various ides of bronze enamel, or a combination of all. The faces of these castings are smooth, not machined. All ide, hard, sharp lines and noticeable details are elminated, so as to more faithfully produce the antique. Splendid reproductions of original antiques are truthfully modeled, an evidence of skillful craftsmanship. The variety is so numerous, that only a few specimens can be mentioned here, among the number are, Book Ends, in classic and novel designs, Door Stops, Candle Sconces, Lamp Bases, Incense Burners, Candlesticks and an excellent assortment of Andirons, one model of which is styled "The Hessian," an unique and popular design. A catalog and price list will be mailed upon request giving detailed illustrations, prices, sizes, etc., of these notable Undecorated Grey Iron Castings.

Special Offering of "Lavinite" Bowls

The importance of bowls is well demonstrated through the large and growing fancy for this type of ornate and useful recepticle, and the craze for bulb-filled bowls has augmented the demand for bowls in a large number of styles and sizes. The Art Industries, Inc., 311-315 East 47th St., makers of the famous "Lavinite" Pottery, are featuring an introductory offer of a "Special Assortment of Bowls" in their finest models, in various sizes, designs and colors, i.e., Marble, Antique, Taup, Black, and Seal Brown, some of which are herewith illustrated; Nos. 50, 144 and 715. This offer is for a limited time and includes nine different models, consisting of 16 pieces in all, regular list price $24.95 now price, net, $20.00. The design and workmanship exemplifies the firm's noteworthy reputation for the fine coloring and



metallic finish of their "Lavinite" Pottery, which has received wide popularity with the most exclusive users. The concern has recently created a new line of book ends, a novel and artistic design representing the bust of a Boy and of a Girl, each in characteristic pose. These are extremely ornamental, substantial and useful for holiday gifts. Numerous interesting vases, console sets, cigarette boxes and also the well known line of lamp bases, fully equipped for two lights, add to the attractive objects displayed at the firm's show rooms. The shapes and motifs which the firm feature are a truthful conception of the ancient style of Egyptian craftsmanship, and worthy examples of a high type of artistry. A pamphlet describing more fully the firm's products will be mailed upon request.



Paperwhite Narcissus Growing in Water

FRENCH PAPERWHITE NARCISSUS BULBS

Are Cheaper This Year

12 ctm packed 1250 to case per 1000 $15.00
13 ctm " " " " " " $18.00
14 ctm " 1000 " " " " $21.00

F. O. B. New York—Ready Now

We are the largest direct distributors to the American Trade

F. Rynveld & Sons

61 Vesey Street, New York City

Nested Bon-Bons



Something absolutely new in bon-bons. Designed on the unit principle. These bon-bons fit one above another and can be built up as high as desired.

Beautiful, convenient, economical, and furnished in a number of very attractive cuttings.

Write for details

THE NEW MARTINSVILLE GLASS MFG. CO.

NEW MARTINSVILLE, W. VA.

A READY SELLER

Blue and White Canton China

Complete stock for immediate delivery at pre-war prices

Also Gold Medallion Nankin and Chop Suey China. Porcelains for Lamp Mounts, Etc. Write for Price List.



Blue Canton Dinnerware

SOY KEE & CO.

Direct Chinese Importers

7-9 Mott St. Chinatown New York

Third Avenue "L" to Chatham Square, or East Side Subway to Worth Street or Brooklyn Bridge

BOSTON NEWS NOTES

By

R. B. Hemenway, Representative

BOSTON OFFICE
98
MAY STREET
NEEDHAM
MASSACHUSETTS

THE news that American potters are to join forces and send an exhibit of the work made in this country to Paris is indeed an excellent sign. It ill be the first time competitors in this line have ever ent a joint exhibit to the French Capitol, which is of ourse the art center of the entire world. The decision o work together in this manner is indicative that our merican potters have at heart the spirit of true craftsnen and will allow nothing in the way of petty competive differences to enter a field where the primary object s to show the world what America stands for in the otter's art.

George A. Granville who has been spending the sumner at his cottage in East Weymouth will move back o his regular domicile in Cambridge this week. (P. S. Worlds' Series results will be posted inning by inning t several scoreboards in Newspaper Row). George vidently doesn't figure on eating cold suppers.

E. T. Wood of Bridgewater, Mass., vitited the Boston rade last week.

Miss Crowley, buyer of crockery and glassware for ne A. G. Pollard department store of Lowell, Mass., vas another who made the rounds.

Henry L. Kincaide, the well-known Col. from Quincy, roprietor of Henry L. Kincaide & Co., furniture dealers, nnounces that the company is planning an addition to neir store building on Hancock street in that city. It will e of steel and mill construction, four stories and basement, 8 x 52 feet. Plans are being drawn by J. Williams Beal, ons, of Boston.

R. H. White Co. is to increase its capital stock from 2,500,000 to $3,000,000 by the issuance of a $500,000 tock dividend. It is to be issued as a dividend to holders f the outstanding shares of common stock of both lass A. and B. of record, Sept. 7.

H. G. Fletcher reached Boston last week on the highst point north of a buying trip which has extended all ne way from his home city of Daytona, Fla.

Mrs. Nora Cotter of Prince Co. of Lowell, Mass., was visiting buyer.

The first parcel of property for the site of the new otel to be erected in Salem has been transferred to the alem Hotel Corporation by John E. Newhall. The building will occupy the site of the present Franklin Building on Washington square in that city besides several properties to the east on Essex and Forrester streets. The site is close to the Common and in a neighboring of fine old estates.

"Jack" Bernard of the T. A. McNicol Pottery Company of East Liverpool, O., stopped off in Boston last week to visit and renew acquaintances in the local trade. On his way home Mr. Bernard will be a spectator at the worlds' championship baseball games in New York City.

H. C. Stratton of Ellsworth, Me., was a visiting buyer in this city last week. Two others from the Pine Tree State who patronized the B. & M. R.R. for the purpose of buying in this city were G. A. Hodgdon of Farmington, Me., and H. B. Holmes of Presque Isle. Mr. Doyle of Doyle & Cook of Lynn, Mass., and Edward D. Kunz of Bristol, R. I., were other visitors.

The Company Store has been newly incorporated under Maine laws at Danforth as Belden & Hinch, Inc., with a capital stock of $10,000 and the following directors: Stanley J. Hinch, Hiram B. Belden and Alfred G. Chambers, all of Danforth.

Bearson & Capstein Brothers Co. on Congress street was petitioned into bankruptcy last week. The firm had been engaged in the wholesale marketing of household furnishings.

Pfeifer Co. Celebrate Anniversary

The Albert Pfeifer Co., Providence, R. I., has just celebrated its first anniversary. A feature of the occasion was a large birthday cake with one candle. It was necessary to remove one of the display window fronts to put the cake in the window. A large electrically illuminated kite was flown from the roof each night. Colored balloons were given to all children who accompanied their parents.

British Foreign Trade

Imports into the United Kingdom of earthenware, glass, abrasives, etc., for the year 1913, were valued at £5,408,376; 1920, £11,113,226; 1921, £7,014,263; 1922, £7,045,854. Exports to the United States of china and earthenware for the year 1921 were valued at £1,016,090 and for 1922, £965,584. British exports to France of china and earthenware for the year 1921 were valued at £149,089 and for 1922, £153,616. British exports to Germany of china and earthenware for 1921 were valued at £1,638 and for the year 1922, £2,611.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

REORDER business for Fall retail selling is now at its height in the middle west. Wholesale houses report the volume of sales ahead of the corresponding week a year ago. The size of orders, because they are fill-in and re-order trade, are not big, but the aggregate is large. This condition prevails both for immediate and re-order business. The prosperous conditions of the middle-west, with the greatest building boom in history under way, and with the price of farm products on the up grade, all things point to a big Holiday season. Chicago department stores are preparing for a banner year. Some have already commenced to use the slogan "Do your Christmas Shopping Early," and all are buying with more optimism than was shown thirty to sixty days ago.

The Boston Store made a special this week of three piece aluminum sets. Included in the sale were the well-known "Mirro" and "Wearever" makes. Mandel Brothers launched a sale of colored glass stemware this week. Seven thousand pieces were included in the sale at 25 cents each. The entire lot was advertised as a "Manufacturers Surplus Stock." Thirty-two piece breakfast sets and three piece glass console sets were also featured at Mandel's this week.

Rothschild's offered an array of polychrome Art Mirrors some over fifty inches in length, at $14.95 during the past week. Upright, landscape, panels, buffet console and mantel mirrors were among their offerings. A wide selection with many shapes and artistic frames.

The Gifts, Art Wares & Novelties Association of Chicago will hold an important meeting at the Palmer House on Thursday of this week. This is the meeting just preceeding the date of the annual election of officers for the ensuing year. The Nominating committee will submit the names of candidates for president, second, third and fourth vice-presidents, Secretary and Treasurer and four members of the Board of Directors. The annual election will take place on Oct. 25th.

Mrs. E. D. Leavitt, manager of the Manufacturers Sales Service Co., has been confined to her home due to illness for the past three weeks. Mrs. Leavitt's assistants are conducting the company's display in the Shops building during her absence.

The Makler Furniture Co., 808 N. Wells St., has received a state charter. This company, in addition to dealing in furniture, sells housefurnishings and crockery. The owners are M. B. David and J. H. Makler.

The Chicago display room of the Cambridge Glass Co. 17 N. Wabash Ave., will be made more attractive in the near future, but the addition of shadow lighting along the North and South display walls. The display is now very attractively arranged with mirror backs and glass top tables and shelves. The new lighting, however, will show the colored and plain glassware of the company to greater advantage, according to Mr. Franklin, in charge of the local display.

The International Lamp & Furniture Co. of Chicago has purchased the Vitanola Building in Cicero, Illinois a suburb of Chicago, which they will equip as the largest lamp manufacturing plant in the world. The property consists of 225,000 square feet of floor space, and an administration building adjoining with 20,000 square feet of floor space. The building is six stories and basement and the price reported for the building was $475,000. Heretofore the International Lamp & Furniture Corporation has been manufacturing in four buildings, but their work of producing lamps and shades will now be confined to one building. This will effect economies in production and will be more convenient for the larger buyer who visit factories when buying lamps.

A. A. Morrison Company, located at 320 S. Wabash Ave., became an Illinois Corporation recently. The capital of the company is $10,000. The company deals in electrical fixtures, lamps and lighting equipment of all kinds. Some fixtures are being manufactured by the company. The incorporators are A. A. Morrison, D. H. Morris and Leslie Parry.

E. J. Boring, manager of the Chicago office of the Crooksville China Co., returned to his local show room in the Palmer House last week following a business trip to Crooksville, O.

G. Gregory Rodgers, traveling representative for Max Schaffer Co. of New York City, displayed his extensive line of vase lamps and silk lamp shades at the Palmer House last week.

Czecho-Slovak Pottery Prices Up

The Prague *Tribune* says that the exportation of pottery from Czecho-Slovakia as a result of the improvement of the situation of the international market has developed to such an extent that Czecho-Slovak workers have been able to raise the prices of their products by 10 to 20 per cent.

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Phone Wabash 6589



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Schlueter Mfg. Co.
American Woodenware Co.
Acme Rubber Mfg. Co.
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CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

THE SEBRING POTTERY CO.
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Chicago, Ill.
Phone: Edgewater 2380
Display Room, 1319 So. Michigan Ave.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

HELP WANTED

A WELL established Dinnerware Pottery wants Sales Manager who is experienced and successful in organizing and managing a national sales force calling on the small general stores as well as the larger trade. In reply mention age and salary expected, also how employed at the present time. All correspondence strictly confidential. Box 271, care CROCKERY AND GLASS JOURNAL.

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Statement for October 1, 1923, of the ownership, management, etc., of the CROCKERY AND GLASS JOURNAL published weekly at New York, N. Y., as required by the Act of August 24, 1912.
County of New York, } ss.
State of New York, }

Before me, a Notary Public, in and for the State and County aforesaid, personally appeared F. Calvin Demarest, who, having been duly sworn according to law, deposes and says that he is the business manager of the CROCKERY AND GLASS JOURNAL, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption required by the Act of August 24, 1912, embodied in Section 443, Postal Laws and Regulations to wit:

1. That the names and addresses of the publishers, editor, managing editor and business manager are:

Publisher, Demarest Publications, Inc.; editor, Stillman Taylor; managing editor, Stillman Taylor. business manager, F. Calvin Demarest, 45 East 17th St., N. Y. City.

2. Owners, Demarest Publications Inc.; F. Calvin Demarest, 45 East 17th St., N. Y. City; J. Cleveland Demarest, 543 Madison Ave., N. Y. City; Clarence Kimball, 115 Broadway, N. Y. City.

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4. That the two paragraphs next above giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and secuity holders as they appear upon the books of the company but also in cases where the stock holder or security holder appears upon the books of the company as trustees or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest, direct or indirect in the said stock, bonds, or other securities than as so stated by him. F. CALVIN DEMAREST.

Sworn to and subscribed before me this 28th day of September, 1923. WALTER A. LARGE, Notary Public, New York County.
Notary Public Kings Co. No. 204, Reg. No. 4214.
Certificate filed in N. Y. Co. 574.
Commission expires March 30, 1924.

The Business Prospect

(*Continued from page* 13)

gling to fill orders on file while new business continues to come in. Some apprehension has been expressed by the trade concerning the possible unfavorable reaction that may accrue through the late revision upward of glass prices. But there is no evidence in any form as yet to indicate if there is anything in this belief. However, there has been an extraordinary heavy placement of orders for foreign table glassware for fall delivery and due to the great buying power of the dollar, unusual values in the cheaper merchandise may be shortly seen displayed in the chain stores. Some of this ware "at a price" has already appeared in pressed and blown goods, but how this competition will affect the domestic market only the future can determine.

Glass Trade in France

The readjustment of wages, due to the increase in the cost of living, is being pursued throughout the country. Several factories have granted satisfactory advances, and others are following suit. In the north of France work is fairly regular in the bottle factories.

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FAMOUS MOSS AZTEC FINISH

THE ZANE POTTERY CO.
South Zanesville, Ohio

Buyers in New York

(*Continued from page 21*)

October 8th, 1923

J. L. Bradshaw, crockery and glassware, J. D. Bradshaw Stratford, Ont., Canada, Prince George.

M. Beach, gifts, Rowe Store Co., Bucyrus, Ohio, 1164 Broadway.

October 9th, 1923

Miss B. Finkelstein, china, glassware asd lamps, Mandel Bros., Chicago, Ill., 18 East 22nd St.

October 10th, 1923

C. H. Hurlburn, housefurnishings, D. M. Read Co., Bridgeport, Conn., 315 Fourth Ave.

Miss B. Kneueck, gifts, Crowley-Milner Co., Detroit, Mich., 38 West 32nd St.

L. J. Ottenheimer, housefurnisings, Doyle D. G. Co., Little Rock, Ark., 60 Worth St.

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Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *135 Fifth Ave.*
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HAVILAND & CO., *11 East 36th St.*
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MOGI, MOMONOI & CO., *105-107 East 164th St.*
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MORIMURA BROS., *53-57 West 23d St.*
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DOLLS AND TOYS
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VOL. 97 OCTOBER 18, 1923 No. 16

AS THE EDITOR SEES IT

HIGH DISTRIBUTION COSTS

AS the problem of distribution is such a broad one it may be discussed from several angles. And there are strong indications that the retailer will be racked over the coals in a truly partisan manner when the new Congress assembles in January. In fact, the radicals among our national legislators are going after the retailer's scalp and while we do not for a minute think they will get it, it seems quite plain that they are going to try. These radicals are of course, Magnus Johnson, La Folett, Brookhart, Frazier and Shipstead. It is the intention of these gentlemen to show that the retailers of this country are either making excessive profits or are incompetent to manage their stores economically.

NOW, a good many theories have been put forward at various times to devise a less costly system of distribution and one of the most persistent theories is the elimination of the middle man. The middle man has been the subject of much heated discussion and principally because a few manufacturers have distributed their product through their own retail stores, theorist have assumed that the majority of manufacturred commodities can be delivered in the same manner. We do not believe in this scheme nor in the service which the consumer gets when she buys from the house-to-house canvasser with the object of eliminating the middle man. This is simply going back to the old days when the peddler made his periodical visits with pack on his back, doing a small volume of business at high profits. This was good service when the country was sparsely settled but now, it is a joke.

THIS middle man includes, of course, the wholesaler as well as the retailer and some believe that the high cost of distribution could be cut by eliminating the wholesaler and jobber. The fallacy of this theory is at once perceived as a huge obstacle when we consider the vast territory which the manufacturer would have to cover to sell all the stores who desired their goods. And as many of these stores could buy only in the small quantities justified by the demands of their trade, the manufacturer would be obliged to sell in small qualities. In other words, the manufacturer would simply have to organize a wholesale and jobbing business in order to dispose of his product. All of which is simply nonsense.

BIG stores do buy largely direct from the manufacturers but the thousands of small stores throughout the country must depend upon the wholesaler for goods, because the wholesaler is the only man who can serve him. And the wholesaler serves the retailer by simplifying the financing of the small storekeepers and his prosperity is closely linked with the prosperity of the stores he sells. This could not be so under the theoretical "direct from manufacturer" system, and the retailer would not have the many opportunities he now has for frequent stock turns which the wholesaler distributor gives.

THE claim that there are "too many retailers" is unfounded as the Chamber of Commerce of the United States disclosed in their recent investigation. The high cost of distribution is not found in the number of stores selling to the public, although it is of course true that the manner in which these stores are run does make a difference in the price charged the consumer. The big stores have devised effective methods of economizing through the installation of time and labor saving devices and in training employees. Doubtless a good many of the smaller stores could do much to reduce the cost of overhead, but

(Continued on page 30)

Three Full Lines and Turnover

Complete Stocks With a High Rate of Turnover is the Way This "Model Stock Plan" Works

THAT complete stocks need not be sacrificed to give a high rate of turnover for the store, is clearly set forth in this article. It is one of a series of merchandising articles by Edward A. Filene, president, William Filene's Sons Co., Boston. This series now appearing in *System* Magazine is a distinctly valuable contribution to the subject, and we quote in part as follows:

The customer is the final judge of the offerings of a retail store. Every merchant's mark-down book contains a record of customers' adverse decisions. A poor buyer, even though he realizes that customers constitute a high court beyond which he cannot appeal, makes the best guesses he can and rests his case there. A good buyer also may do some guessing, but before he invests a lot of money he gets the judgment of his customers.

Many individual customers have erratic tastes. But people in the mass judge in groups. Taste, like most other things, is subject to the law of averages. Buying bulks around certain prices. That is the fact which makes possible a scientific plan of merchandising, such as the model stock plan.

It is not possible in most lines for any store to cover the whole price range from the very lowest to the very highest. The reader surely knows of stores which are spoken of as "exclusive," catering to the "general public," or to the "working people"—stores which are regarded as carrying in the main a rather higher or lower grade of merchandise than certain others.

Restriction is brought about notwithstanding our democratic ideas, because people in widely different circumstances will not mingle freely. Certain sections of a city are filled with the homes of the wealthy, others with the homes of the very poorest, and each other section with the homes of a certain level between the two extremes. And these people shop in groups, as well as live in groups.

In other words, it is well established by experience that in a community of any size and containing several stores any one store must depend on a certain limited sector of the social scale for the bulk of its trade, and the extremes of this sector are the wealthiest and poorest people who will find the store to their liking and will mingle.

Furthermore, if your store is decorated and furnished so as to produce an atmosphere calculated to attract the well-to-do people, it is certain that that atmosphere will deter pepole of slender means from entering your store. Moreover, the well-to-do woman will not trade regularly in stores which do the bulk of their business at low prices. She would not feel sure that she could get exclusive styles, for the store may be selling cheaper copies of the same style to large numbers of people. She often feels that a store which deals in middle-grade merchandise is less competent in style matters than a store specializing in expensive merchandise.

The only exceptions are found in small towns which have one or two stores, or in those communities where practically the entire population is at the same economic level. Nevertheless, although stores in such communities may be exceptions to the statement that a store may serve only a portion of the public, they are still subject to the workings of the price-line theory that is to follow, and will benefit by its application fully as much as the retailer in large communities.

The starting point for buying a line of merchandise scientifically, therefore, and the backbone of the model stock plan lies in determining the prices where, at a given time, people buy habitually in great quantities. The wise buyer concentrates his purchases there.

If the prices on the three full lines are not properly set, there will be losses, of course; but they will be less than with a plan that fails to show at what prices the customers will buy most. Suppose you do buy a great quantity of merchandise at a price that forces you to mark it much higher than your trade warrants. Violent publicity may enable you to sell part of it at the false price. But the chances are very strongly against your selling all of it that way. The customer is not interested in the price you paid for the merchandise. She is not specially concerned about the price at which you are forced to sell in order to make a profit. What matters to her—and therefore to you—is the price she is willing to pay, and especially the most she is willing to pay.

You will probably have to mark down your wrongly bought merchandise. And you will probably have to mark it down, not to an arbitrary figure, but to the next lower full-line price. By that I mean that if the merchandise is on your counters at a price somewhere between the actual cheapest full-line price and the best-selling full-line price, you will probably have to mark it down to the cheapest full-line price in order to dispose of it. My experience shows me that this is true beyond controversy. If you fail to mark the bulk of your stock at a full-line price when you buy it, you will certainly do so for an important part before you sell it. You may not know anything about this full-line price plan, but unconsciously you will mark your goods down in line with it; that is, mark them down to one of the prices at which your trade bulks.

Suppose you make a full-line price of $1, whereas the price at which that class of goods is really in demand is 75 cents. It is not necessary to wait until the end of the season to know that, if you buy on the basis of this error,

you will incur a loss. And if you do succeed, perhaps on the reputation of the store, in selling the $1 goods for a season against a real demand for 75-cent goods, you will be worse off the following season, for on the basis of your records you will probably repeat your error. By that means you will undermine your trade, and do considerable damage to that good-will value which is your greatest single profit-making asset.

Merchandise in any given line in one store may, therefore, be classified:

Cheapest regular line
CHEAPEST-PRICED FULL LINE
Small quantities of in-between prices
BEST-SELLING FULL LINE
Small quantities of in-between prices
HIGHEST-PRICED FULL LINE
Highest regular line
Higher-priced single pieces

I realize that I have not demonstrated by logical argument that a store cannot have more than three full-line prices. However, our experience and the experience of many other stores show that 85 percent or 90 percent of the stock should be in the three full lines.

Suppose there were four full-line prices—$3 in addition to $4, $5, and $6 considered in the foregoing example. You could not do business in bulk at $3 without adding another class of customers who would buy at $2 for an inexpensive article, $3 for "ordinary," and $4 for "best." No retailer can cater to so broad a sector of the social scale, because people of widely differing economic standing will not trade in large numbers at the same store. Either the additional line will fail to sell in quantity, or you will cut off your $6 trade.

If $7 were the added fourth price, you might cut off your $4 customers, although it is much more likely that the $7 line would fail.

It should be borne in mind that a shift upward or downward means usually a drop in sales volume, because it is not possible under ordinary circumstances, to drop one group of customers and fully replace their trade with a new group without expensive publicity—otherwise there would be no such thing as "good-will." It is apparent that the addition of a fourth full line should be made only as part of a conscious desire to "trade up" or "trade down," and that it will result in any event in heavy losses in markdowns if the new full line fails, and a loss of the business at the other end of your scale if it succeeds.

Furthermore, the prices of full lines need to be reviewed every season. As I have pointed out, any one of several sets of conditions may alter them. No set of prices should be carried over to a new season unless you can prove that more merchandise is being sold, and should be sold at those prices, than at prices a little higher or lower.

But there are only two basic reasons for changing full-line prices during the course of a season: 1, a radical change in the purchasing power of the community which you serve; and, 2, an important change in the value of the money with which it buys. Changes in the value of the commodity itself can be met by giving a better or less value for the same price.

One of the great advantages of determining the prices of the full lines is the aid it gives buyers in knowing what they want. Knowing what you want—the plain, simple fact of knowing—is one of the biggest factors in getting what you want.

If the model stock plan is used effectively, and the three full lines thoroughly established, having a full assortment of merchandise at each of the most wanted prices will not be the only advantage gained. It will facilitate selling by diminishing the perplexity of the customer.

Thought, originality, taste, and style are actual and real services rendered to the customer, and it is wholly right to receive a return for such services. The customer who pays $1 for one dollar's worth of intrinsic value is receiving actually no better value than the one who pays $1 for 80 cents' worth of intrinsic value plus 20 cents' worth of "style" value. The difference in your profit comes from the fact that the 20 cents' worth of "style" value resulting from your study and effort, costs you little or nothing.

Country Prosperous Say Administration Leaders

Some of the Administration leaders in close touch with financial and economic conditions believe that prosperity will continue and that facts do not warrant talk about the danger of a serious recession in industrial acivity during the Autumn and Winter months.

In a general way industry and business is held to be nearly normal in most sections and fully on what may be called a normal basis in many sections. There is little talk heard here to back up rumors and reports that business is due for a marked slump.

It is recognized here that some of the pessimism in certain circles has been due to the growth of strength in the radical forces in Congress and a fear that legislation will be passed inimical to sound business. To a large extent this feeling is held by some observers here to be without sufficient basis when the facts are examined. There is a growing conviction in Administration circles that there will be no revolutionary developments in the next Congress which may bring about a grave business depression, and that such legislation as finally is adopted will fit in with the continuation of industrial and commercial development.

The railroad situation is a case in point. The general belief now held in administration circles, it is said, is that there will be no final action taken by Congress that will destroy the sound prosperity of the carriers by indiscriminate slashing of rates, and that, on the will be worked out on a sane basis. There may be radical talk in Senate and House, but a more conservative leadership is expected to control the situation.

Reports to various Government agencies from the agricultural districts are not as pessimistic of late. It is felt that when Congress assembles the leadership of the farm sections will approach the problem on a constructive basis.

It also is believed that there will be a steady improvement in the economic position of the agriculturists, and that there will be promise of better conditions for the coming year.

Developments during the last few weeks, with industrial production maintaining high levels despite the seasonal let-up, and reports from most of the Federal Reserve districts predicting an improvement in business during the Autumn and Winter, apparently have demonstrated that contentions of a general depression, because of conditions in the farm regions, are unsound.

Retail Sales in September

An average increase of 6 per cent was shown in department store sales for September over those of that month last year, according to the Sales Barometer of the Controllers' Congress of the National Retail Dry Goods Association. This compares with 9 per cent. in August and 10 per cent. in July. The decrease is explained by T. L. Blanke, director of the congress, as due to the fact that the period of improved sales last year began in the second half, the first six months still showing the effects of the reconstruction slump. The highest gain, 10 per cent., was noted in the St. Louis Federal Reserve district. The second, 9 per cent., took place in the Cleveland district, and the gain of the New York section amounted to 4 per cent., as compared with 12 per cent. in the preceding month. A decrease of 4 per cent. was reported in the Dallas section. Of the total number of stores, 70 per cent. made gains, as against 85 per cent. in August.

Exports of China, Glassware and Earthenware

Exports of Domestic china and porcelain ware for the month of August show a decrease amounting to $6,755 in table, toilet and kitchen compared with the month of July. Miscellaneous china and porcelain ware, not including electrical porcelain, shows an increase for the same period of $5,888. Figures for August, just made public by the Department of Commerce, follow:

Countries	Table, toilet or kitchen ware Dollars	Other-china and porcelain ware Dollars
France	16	500
Italy	229	—
England	550	441
Canada—Maritime Provinces	49	67
Quebec and Ontario	1,855	4,157
Prairie Provinces	728	153
British Columbia and Yukon	297	623
British Honduras	10	—
Costa Rica	—	13
Guatemala	135	53
Honduras	960	—
Nicaragua	72	29
Panama	167	7
Salvador	128	—
Mexico	1,756	739
Newfondland and Labrador	—	2
Bermda	50	172
Jamaica	45	—
Other British West Indies	83	12
Cuba	372	437
Dominican Republic	93	23
Dutch West Indies	24	9
Haiti	147	—
Virgin Islands of U. S.	—	3
Argentisa	—	56
Brazil	—	275
Colombia	90	15
Falkland Islands	55	—
Peru	254	288
Venezuela	352	62
China	40	88
Java and Madura	—	22
Other Dutch East Indies	—	80
Japan	668	—
Philippine Islands	37	13
Australia	105	—
Total	9,367	8,339

EXPORTS OF EARTHEN AND STONE WARE

Countries	Table, toilet or kitchen ware Pounds	Table, toilet or kitchen ware Dollars	Other earthen, stone and crockery ware Pounds	Other earthen, stone and crockery ware Dollars
Denmark	—	—	1,000	500
Germany	—	—	210	125
Italy	—	—	18	25
Spain	—	—	—	—
England	961	144	856	110
Canada—Maritime Prov.	—	—	24,558	1,101
Quebec and Ontario	4,158	422	1,371,207	27,296
Prairie Provinces	312	57	49,367	2,388
British Col. and Yukon	89	91	38,305	7,902
British Honduras	—	—	950	28
Costa Rica	—	—	148	87
Guatemala	1,370	460	320	59
Honduras	2,638	724	11,113	2,043
Nicaragua	746	156	97	14
Panama	278	118	1,267	233
Salvador	—	—	—	—
Mexico	6,770	1,765	207,297	6,864
Newfoundland and Labrador	—	—	—	—
Bermuda	119	30	11,340	623
Jamaica	—	—	—	—
Trinidad and Tobago	100	20	90	23
Other Brit West Ind.	228	263	798	116
Cuba	6,083	1,681	790,383	20,172
Dominican Republic	2,555	667	4,148	654
Dutch West Indies	—	—	—	—
Haiti	536	58	2,186	435
Virgin Islands of U. S.	—	—	432	45
Argentina	112	27	90	15
Chile	2,197	580	180	10
Colombia	844	123	5,136	733
Ecuador	—	—	—	—
Peru	—	—	620	119
Venezuela	147	27	400	25
Straits Settlements	—	—	—	—
China	689	338	558	381
Chosen	—	—	30	19
Hongkong	246	288	—	—
Japan	—	—	6,235	900
Philippine Islands	687	217	15,636	1,950
Siam	58	36	—	—
Australia	540	224	1,343	185
French Oceania	20	14	1,112	30
New Zealand	—	—	53,280	831
Total	32,483	8,530	2,600,710	76,046

EXPORTS OF GLASSWARE

Countries	Table glassware, plain Dollars	Table and other glassware cut or engraved Dollars	Lamp chimneys and lanterns, globes Dollars	Lamps and other illuminating devices chiefly of glass Dollars
Belgium	—	—	191	—
Denmark	—	—	—	77
Netherlands	153	—	—	—
Norway	—	—	—	62
Spain	168	—	—	—
Sweden	150	—	—	—
England	38,128	462	5	6,720
Scotland	1,168	—	—	—
Can.—Maritime Prov.	766	494	5	57
Quebec and Ontario	15,183	2,891	303	1,959

Prairie Provinces	876	393	997	117
Brit. Col. & Yukon	4,627	314	110	806
rit. Honduras	177	—	52	15
osta Rica	652	—	79	78
uatemala	244	155	208	—
onduras	699	—	228	450
icaragua	119	—	285	203
anama	2,611	138	516	220
alvador	225	—	20	—
exico	15,671	982	3,512	2,760
iquelon, etc.	35	—	—	—
f'dland and Labrador	1,064	205	50	100
ermuda	237	167	26	—
arbados	—	—	—	9
amaica	339	—	483	591
rinidad & Tobago	15	—	250	126
ther Brit. West Ind.	407	57	198	76
uba	40,827	805	5,967	951
om. Republic	762	36	782	155
utch West Indies	105	—	16	67
aiti	1,241	—	151	366
irgin Islands of U. S.	88	—	46	115
rgentina	4,552	—	81	239
olivia	1,283	—	—	96
razil	75	—	161	802
hile	45	215	32	694
olombia	1,632	268	106	164
cuador	10	—	1,116	—
ritish Guiana	99	—	24	90
utch Guiana	—	—	25	—
araguay	—	—	16	—
eru	933	—	458	1,306
ruguay	464	154	—	—
enezuela	2,453	—	63	75
ritish India	287	—	3,798	669
traits Settlements	136	—	10	23
hina	486	104	73	1,284
ava and Madura	—	465	—	—
ongkong	—	561	61	303
apan	—	—	93	220
hilippine Islands	3,883	70	65	6,704
iam	102	35	—	—
urkey in Asia	—	—	49	—
ustralia	44,459	387	5,883	3,876
ritish Oceania	—	—	34	82
rench Oceania	124	—	380	63
ew Zealand	10,006	424	277	629
ther Oceania	—	—	26	39
ritish West Africa	31	—	260	167
ritish South Africa	987	258	439	35
ritish East Africa	—	—	468	171
ther French Africa	—	—	15	—
ortuguese East Africa	—	—	6	180
hosen	—	—	199	—
Total	198,784	10,040	28,697	33,991

Czecho-Slovakia Ceramic Industry

Prospects for a good fall trade in the pottery industry re not very good. Many difficulties, some of a local ature, have also to be contended with, whilst German ompetition is leaving no stone unturned to secure all the ade that is going. In spite of this, says the *Allg. Keram. nd.*, our industry is strong and capable, and it is hoped hat the excellent and artistic novelties offering will, in pite of everything, enable a satisfactory business to be one at the coming autumn fairs. In porcelain ware, too, verything is being done to cater for the fastidious taste f the foreign buyer. In chinaware some nice designs are hown in thin plates of pleasing transparency with gold ands, colored bands, and beautiful cobalt hatched bands. ottery goods are also well shown off by broad gold bands ith dead gold decorations, and etched flourishes and lges; this, of course, sets off the white tone of the pottery ery well. Small delicate festoons and garlands of flowers, relief gold, are also popular just now. Plates with owered background and edging in colors are very attrac- ve, and should do well this season, which apparently favors bright colors. Yellow, green, orange and black are the predominating tints, Some peculiar effects are being obtained wih silver combined with cobalt bands. The elecro-porcelain industry is doing very well, and is producing high voltage insulators of high quality, able to meet all requirements. Fancy pottery is doing well, animals, figures, etc., in white on dark glazed grounds being popular lines.

Ancient Clay Figures in France

A Reuter message from Paris says:—Whereas mural drawings and sketches on wood and bone executed by cavemen have been found in parts of Europe, clay figures modelled by them are exceedingly rare. In 1912 Count Henri Begouen found in a grotto of Lake Audubert (Ariège) clay models of two bisons, which up to the present have remained unique specimens of primitive art. Now, however, further models of the kind have been discovered. M. Norbert Carteret, a student at the University of Toulouse, was exploring the underground channel of a stream in the neighborhood of Saint Martory, when he came upon caves in which were clay figures representing animals of many kinds—bisons, bears, tigers, and lions. These specimens of prehistoric art are not as perfect as the two modelled bisons found at Audubert, but they are larger, and the crystalline surface with which some of them are covered attests their extreme antiquity. Count Begouen was informed by M. Carteret of his discovery and visited the caves, where he recognized the full importance of the discovery.

Imports Into New York

Foreign imports into the New York district for the calendar year of 1922 were as follows: glass ware (cut and decorated) $1,536,361; blown glassware, $217,286. Importations of koalin were valued at $132,291; decorated china, parian and porcelain, $190,496; decorated, $2,255,710; earthenware and stoneware (decorated), $1,465,542; not decorated, $65,144; plain, table, toilet and kitchenware, $25,746; decorated, $404,473; Rockingham and common earthenware, $37,422.

Fair Store Expanding

Following a series of page advertisements presenting the historical side of The Fair, and the statement that "The Fair is ambitious to become an even greater store," formal announcement has just been made of the installation of two deep basements and the plan to add four additional stories to the present structure.

This new space will give twenty-seven more acres of floor space and will be used to expand variety of merchandise carried in all departments. This will make the building one of the largest structures in Chicago devoted entirely to the uses of one store. At present the business is carried on in eight floors and basement, and this covers exactly one-half block at State, Adams and Dearborn Streets, having windows on the three sides. D. F. Kelly, formerly with Mandel Brothers, is now vice-president and general manager of The Fair.

CAUGHT IN THE NEWS NET

FOLLOWING their custom of many years' standing John L. Lynch, buyer for J. Bacon & Sons, Louisville, Ky., and John Haines, buyer for the J. B. White & Co., Augusta, Ga., are in the market this week calling on old friends and placing orders in anticipation of unusually good sales in the near future in their respective departments.

W. G. Wilcox, general manager of the Cowan Pottery Co., Rocky River, O., is a visitor in the city this week on business, conferring with H. Benedikt, the local representative of the Cowan factory.

Chas. A. Postley & Son are rearranging their showrooms in preparation of showing the comprehensive Harder line of refrigerators, which they have recently added to their extensive lines of housefurnishings.

W. S. Anthes, of the Herman C. Kupper sales staff left on Monday for a trip in the interest of the firm covering Philadelphia and Baltimore territories.

A. Fishgall, buyer of china, glassware, housefurnishings and toys for Sanger Bros., Waco, Texas, has resigned his position with this firm to accept a similar position with the Bry-Block Mercantile Co., Memphis, Tenn.

Harry P. Muirheid returned to his home at Newark, N. J., on Sunday, after a six weeks tour through the middle west, in the interest of the Sebring Pottery Co.'s "Ivory Porcelain" line for which he is exclusive representative. During his trip Mr. Muirheid delivered twenty-three sales talks to sales people in the china departments, in which his line is sold.

Harry L. Seixas, traveler for the Edward Boole lines, was another salesman to return to headquarters on Monday. He had just completed a short trip, touching some of the principal points through the middle west.

Langley Hawthorn is back at his desk at the Abraham & Straus store, Brooklyn, after spending a week on a visit to the pottery and glass factory districts.

The many friends of Joseph Levy, president, Lewis-Neblett Co., Cincinnati, O., will be glad to learn that Mr. Levy is progressing nicely after an operation for appendicitis which was performed last Monday.

As we go to press our correspondent from the pottery district wires us that a fire at the plant of the Thompson Pottery Company, Tuesday night, destroyed clay sheds and straw storage sheds causing a loss estimated at five thousand dollars. The origin is undetermined.

Salesmen Golfers End Season with Good Scores

At the final tournament of the season held at the White Beaches Golf and Country Club, Haworth, N. J., the following excellent scores were turned in:

Player	A. M.	P. M.	Gross	Hdcp.	Net
H. T. Owens.....	111	...	...	32	No P. M. Card
E H. Peck.....	97	...	...	8	"
R. B. Cressman....	117	...	...	36	"
H S. Whiting.....	106	102	208	32	176
H. D. McFaddin..	91	88	179	8	171 *
Mr. Bailey (guest)	91	98	189	..	189 (lowest)
W. S. Pitcairn.....	93	94	187	4	183 *
L. S. Owen.....	98	99	187	8	179 *
C. A. Dodson.....	96	94	187	10	180 *
Don McMiller	99	103	202	14	188 *
Geo. L. Lobsitz....	137	127	264	72	192
J. E. Killackey....	94	86	180	4	176 *
H. K. Satow.....	106	101	207	22	185

* Out—previous winners.

Winners for the day:

Net 36 holes—H. S. Whiting.

Selected 18—H. K. Satow.

Season Championship Medal: H. D. McFaddin.

Buyers in New York

October 10, 1923

T. F. Stackpole, housefurnishings, The May Co., Cleveland, O., 1115 Broadway.

J. Boston, housefurnishings, Famous & Barr Co., St. Louis, Mo., 1115 Broadway.

October 11, 1923

Miss B. Krueck, gifts, Crowley-Milner Co., Detroit, Mich., 38 West 32nd St.

J. Boston, housefurnishings and toys, Famous & Barr Co., St. Louis, Mo., 1115 Broadway.

October 12, 1923

H. R. Laces, lamps and gifts, Stickley-Brandt Furniture Co., Binghamton, N. Y., Plaza Hotel.

W. W. Taylor, housefurnishings, D. M. Read Co., Bridgeport, Conn., 315 4th Ave. (D. G. Alliance).

October 15, 1923

M. J. Flanagan, toys and housefurnishings, M. Lurie & Co., Albany, N. Y., 1150 Broadway, F. Lilienthal & Co.

W. W. Lwase, housefurnishings and china, P. Wiests Sons, York, Pa., 370 7th Ave. (Wm. Gross & Co.).

M. M. Anderson, housefurnishings, Anderson Bros., Richmond, Va., Breslin.

October 16, 1923

Miss K. Hagen, gifts, W. Taylor Son & Co., Cleveland, Ohio, 225 Fifth Ave., Room 814

J. L. Lynch, housefurnishings, J. Bacon & Sons, Louisville, Ky., 23 East 26th St.

R. Kaufman, gifts, Z. L. White Co., Columbus, Ohio, 171 Madison Ave.

G. H. Guest, housefurnishings, J. S. Martin, china, Jordan Marsh Co., Boston, Mass., 432 4th Ave.

H. L. Falk, toys, The Mode, Boise, Idaho, 352 4th Ave.

A. G. Meriweather, gifts, Stewart D. G. Co., Louisville, Ky., 16 West 39th St.

(Continued on page 30)



WHAT THE POTTERIES ARE DOING



ON account of the excessive demand being made upon the general ware manufacturers of the country, it is admitted by some buyers, that early buying has insured them of having ample stocks when the heighth of the holiday buying arrives. Those in the trade who have delayed in anticipating their requirements for fall and holiday business, will without question be caught with short stocks, and will be unable to "cover" properly.

Dinnerware manufacturers in this district are in receipt of more orders this season than they received during the corresponding term a year ago. Letters and wires, and at times long distance telephone messages, either are concerning shipments or new orders. It is just this situation that is making the entire district more active than ever before and just the reverse of conditions a year ago. In every plant, there is a concerted effort made to get shipments out as quickly as possible.

Little if any whiteware is going into the stock bins. From the glost kilns the ware is either worked through immediately to the decorating shops, or into the glost warehouse where it is worked out rather quickly in making up orders for plain white. There is a shortage of some particular items, as is always the case, such as teas and plates, and it seems as if there will never be any excessive stocks of these items.

In order to secure a greater production of glost ware, the Taylor, Smith & Taylor Co., is installing a dipping tangle in its dipping department. This will also insure a higher quality of glost ware than heretofore obtainable. A number of manufacturers have been installing similar mechanical appliances with the object of greater production and better ware. Buyers appreciate this spirit on the part of the factory management, and many compliments have been received.

"Our capacity is being increased rapidly, our new kilns are in use, and business with us was never better—in fact since the plant began operation—than it is today," commented A. L. Seckerson, manager of the decorating department of the Southern Potteries Co., of Erwin, Tenn., when here a few days ago. The plant has had its production greatly increased since it came under the management of Charles W. Foreman, formerly of Minerva, O., and it is possible that additional extensions will be authorized next year.

Never before was the demand for dinner sets as great as the trade is experiencing this season. Both short and full compositions are in heavy request, and because of the fact that so many plants are active in filling open stock orders, they have not the ware to divert to the "set" business. Yet orders come pouring into the different offices right along for sets.

William H. Mackey, sales manager for the Smith, Phillips China Co., has returned to the factory, following a fall trip over his territory.

Quite a lot of business is being received by all general ware plants for 1924 delivery, some of these specifications calling for second quarter delivery. Even now there is quite a rather active request for merchandise for January sales, while other specifications call for February and March delivery. The demand for this line of goods for delivery during the first quarter is generally placed at this season of the year.

Already the new plant of the Homer Laughlin China Co., at Newell, W. Va., is being referred to as one of the "show" places of the East Liverpool district. It is conceded by both manufacturers and buyers that this pottery will be the most modern in the world—from the slip house to the shipping department. Interest of manufacturers, however, centers in the new tunnel kilns, and these of course are new in the generalware industry in this district.

On account of manufacturers agencies receiving so many calls for dinnerware, local offices are in almost daily receipt of inquiries from these offices, seeking sample lines, agency authorization and price lists. As a matter of fact, pottery manufacturers in the East Liverpool district are unable to take on any additional agencies, and inquirers are being so advised. This incident is given to show the tendency for demand for dinnerware.

The new seven kiln plant of the W. S. George Pottery Co., at East Palestine is now under roof, and construction is confined to the interior. Mr. George, who has been spending a week in the New York market has returned to his home office. The new shop will not be on a production basis much before the year end.

The production of vitreous hotel china at the plant of the Bailey-Walker Co., at Bedford, O., is on a very active scale. A number of new open stock decorations are expected to be shown by this firm late in December and during January for 1924 delivery, according to present plans.

It's going to be smooth "sailing" for buyers who visit the district a month hence, and who desire to visit the plants of the Harker Pottery Co., Colonial Co., and the T. A. McNicol plant. A new concrete highway is being built on this former mud road, and contractors expect to have the job completed within the next 30 days, weather permitting. The improvement is a welcome one.

The Potters' Supply Co., East Liverpool, O., have just installed and expect to have in operation within the next few days a continuous operating pin machine, which will greatly increase their output on this item. The machine is the invention of De Witt D. Irwin, of the company.

W. C. Browne, secretary of the Potters Co-operative Co., is now a resident of East Liverpool, having recently removed with his family from Alliance, O., where he had resided for some time.

John Carne, manager of the Elks' Club, East Liverpool, is making the club more popular as a stopping place for transient visitors connected with the trade, than ever. He leaves nothing undone in looking after his guests' comfort and they never leave without anticipating the pleasure of a return visit.

Mercer Plant Doubles Decorating Capacity

A big addition to the Mercer Pottery Co., Trenton, N. J., dinnerware decorating department, has been completed and is now being equipped for operation in the early future, to take care of the large demand for this line.

The very latest equipment is being installed, which will make it the last word in efficiency and what is most important to the company, it will double the present capacity of the department.

The new building is two stories in height and is 120 x 35 feet in dimension. It is built of brick with sides and overhead steel sash windows, that flood the place with daylight, making it ideal for the purpose for which it is intended, in fact, it is the very acme of modern construction throughout. The second floor which adjoins the present decorating department will accommodate sixty decorators.

Want Wells to Enter Senatorial Race

For some time past suggestions have been made that W. E. Wells, secretary and directing head of the Homer Laughlin China Co., of East Liverpool, O., and Newell, W. Va., permit the use of his name as a candidate for United States Senator from West Virginia. This suggestion has received another champion in the "Intelligencer," of Wheeling, W. Va., which a few days ago made this editorial comment:

"Hon. W. E. Wells, of Newell, W. Va., and one of the leading manufacturers of the Ohio valley, made a most interesting and inspiring address before the Rotary Club of Wheeling on Tuesday. Mr. Wells discussed the re lations between labor and capital, and particularly, fro the standpoint of capital, with a vision which is foun too rarely among large employers of labor.

"In this connection, *The Intelligencer* takes great plea sure in suggesting to its readers, that in W. E. Wells wi be found ideal material for a Republican candidate fo the United States Senate ideal material, in short, for real senator, one who will be a credit to the State, a sourc of pride to our citizens, and who will intelligently an honorably perform every duty of that very high and im portant office.

"Mr. Wells has been a very highly successful manufac turer, but he has been more than that. He has been student. His information is broad and profound. Fe men in the United States today understand the tari question as he understands it; few are better equippe to consider and pass upon economic questions.

"If the people of West Virginia want a senator wh would restore to our chief legislative body some of th traditions of its greatest and most illustrious law-maker they will find such a man in W. E. Wells."

An Old New England Pottery

An article going the rounds of the Vermount news papers concerning the early pottery of the State, give no mention to the Fenton kiln at St. Johnsbury Centr one of the earliest places where pottery was manufacture says the Caledonian-Record. "This pottery was establishe in 1808 by General R. W. Fenton and the place wa known as the St. Johnsbury Stone Ware Pottery. I products were in constant demand we are told in D Fairbanks' history of St. Johnsbury until the introductio of tinware. The business was successfully carried o by General Fenton and his son, Leander, until the e tire establishment went down in flames November, 185 All sorts of domestic ware were turned out on those po ters' wheels from jugs bowls, jars bottles and milk pa at a dollar a dozen to fancy flower pots at sixty cen each and St. Johnsbury pottery gained high reput Occasionally surviving specimens of it may yet be see Major Fenton's descendants, Mrs. Berton Staples Thoreau, New Mexico, and Mrs. W. W. Husband Washington cherish among their possessions seve pieces of Fenton pottery. Unique in the history American pottery were the dishes made in 1847 William Lyman and Fenton, who manufactured soft pas porcelain as well for about twelve years. An interesti collection of works of this period remain. Among oth articles are found models of animals and figures of pe ple which were the first made in this country." Potte of various forms, with good enamel, bisque and porcela ware and soft paste porcelain of good character w decorated remain, bearing a trademark that is mu sought for. Possibly because unfamiliar places are bet known to people than their own communities, the Be nington pottery is known to few except those who a collectors.



GLASS FACTORY ACTIVITIES



THE Steubenville district is rapidly assuming the position of being the centre of the glass lens business, with the organization of the Brilliant Glass , at Brilliant, O., and with main offices in New York, harge of L. F. Duke. Following the receipt of the rter for the company late last week, the stockholders ted a board of directors, and the latter named the owing officers: president W. N. Matthews, Wellsburg, Va.; vice-president L. F. Duke, No. 39 Cortland eet, New York; secretary James M. Rodgers, Wellsg, W. Va.; treasurer, W. J. Hukill, Brilliant, O. The ers, together with W. A. Craig of Rush Run, O., pose the board of directors. Three additional tanks to be built by this firm at once. A decorating lehr been ordered. Both oil and gas fuel will be used. rine, automobile and railroad lenses will be featured lusively by this concern.

Glass manufacturers smiled when reports came from tland, Ore., last week from the American Federation Labor Convention, that just as many whiskey glasses e being made and sold now as before the nation went lstead." This story followed the reoprt of the dele- e from one line of industry, who declared it was "hard et a sufficient supply of milk bottles." Then followed action of the convention in going on record for a lification of the Volstead act.

The Monongah Glass Co., of Fairmont, W. Va., has pleted an arrangement with Pittsburgh and Baltimore king interests, for the floating of its new bond issue, proceeds from which will be used in plant extensions. s proposed to make the factory of this company the est unit of the kind in the country. The production blown ware will be greatly increased when the imvements are completed.

Donald Fisher, manager of the St. Louis, Mo., office the United States Glass Co., who has been spending ortnight at the home office has returned to St. Louis. Fisher has charge of the southwestern sales territory his company, and came here for the purpose of look- up back orders, and arranging his line for the new son.

There was no slowing up in the demand for glassware ling the last week, according to sales managers of ul plants, who have asserted that both department e buyers and jobbers are very anxious to get stocks early for late fall and holiday buyers. The jobbing rests have not many weeks left to take care of their trade, and the department store interests want liberal stocks on hand when the heavy demand begins. The large western and southern jobbing houses are up against slow rail deliveries this season, on account of the crowded condition of the railroads. Hence the urging of quick shipments from all factories.

An additional tank has been placed in operation at the plant of the Hart Glass Co., at Dunkirk, Ind., according to reports received here this week.

Now that the wage scale for all departments in the flint glass business have been adjusted for the current fiscal year, buyers seem to be satisfied that lists will remain firm for a year at least. The last of the department conferences held here a few weeks ago, practically closed the wage scale discussions for the current term, although during the year there are occasional conferences, when slight differences are amicably adjusted.

Positive denial has again been made by C. H. Blumenauer of the Jefferson Glass Co., of Follansbee, W. Va., that the company has any intent whatever in changing the location of the factory, notwithstanding contrary reports have been circulated. The company is now making extensions to its factory at Follansbee, and of its line of lighting goods and lenses is to be increased.

According to information received in glass circles, a new concern for manufacturing cut glass has been formed at St. Paul, Minn., under the name of the Cut Glass Manufacturing Co. Little detail has filtered through from St. Paul, concerning this new proposition, although it is said the concern will be a producer of glassware as well as engaging in the cutting business.

All glass decorating shops in this Pittsburgh district are working to capacity. The demand for the line is increasing as the holiday season approaches. In the meantime, factory managers are developing new lines for the January trade, and a number have already been catalogued for 1924 sales. This line of specialties is admitted by the trade to be one of the best on the market.

Positive denial was made today by C. H. Blumenauer, head of the Jefferson Glass Co., of Follansbee, W. Va., of the rumor that the company proposed removing its factory from Follansbee to Wellburg, W. Va., a few miles south on the Ohio river from Follansbee.

"Instead of thinking of moving, we're right now enlarging our factory, and all for the purpose of greater

production," Mr. Blumenauer said. "Its rather funny how some stories do get out, and this is the most silly I've heard in a long time."

On account of the scarcity of boy labor in the glass factories in the Martins Ferry and Bellaire, O., glass districts, girls are now being employed in their stead within the factory. The manufacturers are intent upon keeping up production, and since they have been employing girls, some are of the opinion that minor factory disputes are now almost nil. The boys went back to school and the girls employed are of an older age.

The new sales offices of the United States Glass Co., in the Jackson Building, Liberty Avenue near Smithfield Street, are fast being put in shape and within a very short time all of the sales activity will centre about the new rooms. The second floor of the present offices will be used for strict office purposes.

Miss Helen Vera Ross, daughter of the popular sales manager of the Pittsburgh Lamp Brass & Glass Co., Harry A. Ross, was married on Wednesday evening, October 17th, at the home of her parents, 1612 Orchlee Street, Pittsburgh, to Lee E. Bingell, a prominent shoe manufacturer of that city. Among the many guests who attended the wedding was Charles Kraft, New York manager for the Pittsburgh Company.

Pittsburgh Show for 1924 Forecasted as Biggest In History

A large number of manufacturers and others interested in the allied wares are looking forward to the Pittsburgh Exhibit of glass and pottery and to the 1924 buying season which will be started with the displays in Pittsburgh and at factory salesrooms. Reports from potteries and glass factories indicate that the 1924 Exhibit in Pittsburgh, which will be held from January 7 to January 26, inclusive, will see more new wares offered buyers than ever before. New lines and new decorations are being worked out now in anticipation of the January buying season.

The Pittsburgh Exhibit not only takes in the displays in the several Pittsburgh hotels and local salesrooms but also the exhibits in factory salesrooms in the pottery and glass manufacturing centers in and near Pittsburgh. It has been estimated that 75 per cent. of the domestic dinnerware, art pottery and glassware is manufactured within 200 miles of Pittsburgh and most of that percentage within 100 miles of the Smoky City. Interest in the Pittsburgh Exhibit, therefore, is heightened by its proximity to the producing potteries and factories and to the fact that January always has been used by the domestic manufacturer os the biggest month of the year for offering new wares.

Glassware and pottery manufacturers interested in the Pittsburgh Exhibit, through their organization known as the Associated Glass & Pottery Manufacturers, are planning big things for next January. More than 60 ma facturers have joined together to advertise their exhi and the Pittsburgh Show. The number includes the gest and best known manufacturers in the United Sta For its member manufacturers, the Association cont adequate display space in Pittsburgh hotels and will deavor to give buyers the greatest display of dome lines ever seen in January.

Manufacturers who have reserved space in Pittsbu hotels for the January Exhibit through the Associa Glass & Pottery Manufacturers are:

Albright China Co., Carrollton, Ohio; American Bisque Williamstown, W. Va.; American Clay Products Co., Zanesv O.; Brush-McCoy Pottery Co., Zanesville; Bryce Bros. Co., Pleasant, Pa.. Cambridge Glass Co., Cambridge, Ohio; Cer Glass Works, Wheeling; Canonsburg Pottery Co., Canonsb Pa.; Carrollton Pottery Co., Carrollton, Ohio; Consolidated L & Glass Co., Coraopolis, Pa.; Crooksville China Co., Crooksv Ohio; Co-Operative Flint Glass Co., Beaver Falls, Pa.; Da Glass & Mfg. Co., Martins Ferry, Ohio; Diamond Glass-W Co., Indiana, Pa.; Dunbar Flint Glass Corp., Dunbar, W. V Duncan & Miller Glass Co., Washington, Pa.

Economy Tumbler Co., Morgantown, W. Va.; Fenton Art G Co., Williamstown, W. Va.; Federal Glass Co., Columbus, O Guernseyware China Co., Cambridge, Ohio; Hazel-Atlas G Co., Wheeling, W. Va.; A. H. Heisey & Co., Newark, O Hocking Glass Co., Lancaster, Ohio; Hall China Co., East Li pool, Ohio; Indiana Glass Co., Dunkirk, Ind.; Jeannette G Co., Jeanette, Pa.; D. C. Jenkins Glass Co., Kokomo, Ind.; Jefferson Co., Follansbee, W. Va.; Lancaster Glass Co., I caster, Ohio.

Maryland Glass Co., Cumberland, Md.; Mayer China Beaver Falls, Pa.. Macbeth-Evans Glass Co., Pittsburgh; D McNicol Pottery Co., Clarksburg, W. Va.; McKee Glass Jeannette, Pa.; Monongah Glass Co., Fairmont, W. Va.; Mc City Glass Co., Lumberport, W. Va.; National China Co., Sal ville, Ohio; New Martinsville Glass Mfg. Co., New Martinsv W. Va.; H. Northwood Co., Wheeling, W. Va.; Paden Glass Mfg. Co., Paden City, W. Va.; Phoenix Glass Co., Mon Pa.; Pittsburgh Lamp, Brass & Glass Co., Pttsburgh; Poto Glass Co., Cumberland, Md.

Sebring Potterfy Co., Sebring, Ohio; L. E. Smith Glass Mt. Pleasant, Pa.; Steubenville Pottery Co., Steubenville, O Summit China Co., Akron, Ohio; Vodrey Pottery Co., East Li pool; S. A. Weller Co., Zanesville, Ohio; West End Pottery East Liverpool; Westmoreland Specialty Co., Grapeville, H. R. Wyllie China Co., Huntington, W. Va., and Zane Pot Co., South Zanesville, Ohio.

Members who will have factory exhibits include the Edwin Knowles China Co., East Liverpool; the Homer Laughlin C Co., East Liverpool; the Smith-Phillips China Co., East Li pool; the Taylor, Smith & Taylor Co., East Liverpool; the Lil Glass Mfg. Co., Toledo, Ohio, and New York; Owen China Minerva, Ohio; Southern Potteries, Inc., Erwin, Tenn., Canton, Ohio. Lines of the United States Glass Co. wil displayed in the new salesrooms in Liberty avenue, Pittsburg

In addition to the exhibits of the manufacturers lis above, space has been reserved at the William Penn Fort Pitt hotels by glass and china decorators, cut gl manufacturers, glass and pottery distributors, import of glass and pottery and by manufacturers of lamps other kinds of house wares. Most of the Associated Gl & Pottery Manufacturers' members will have their plays at the Fort Pitt hotel. This Association, it is clared, has no control over reservations or displays cepting those of member companies.

Business Briefs

The Crestover 5, 10- and 25c Store, Ranger, Tex., been incorporated with a capital stock of $50,000, by J Simpson, F. A. Hanshaw and T. E. Hanshaw.

The Belgium Glass Industry

the cut-glass, bottle, and hollow-ware branches there w a lack of hand labor, both men, women, and espe- l children. Bottle and hollow-ware blowers are wanted ially, and it is hard to see at present how the fac- now in course of construction will be able to obtain ent hands. In cut-glass many workers are now leav- or abroad. Two new bottle factories will shortly nence operations at Beignès and Ecaussines. The glass works at Jemeppes-sur-Meuse have already work, but the staff of hands is far from being com- It is reported that work will also be resumed shortly works at Jambes and Rhodes-St.-Genèse. A strike tened to break out in the Borrinage and central dis- , but was averted at the last minute by the glass rs agreeing to a 10 per cent. advance in wages. At ee, Neufvilles, Fraire, and Fauquez, a similar increase lso been granted, and a similar result is expected at 'errerie d'Aigremont. At Moria'me only 5 per cent. een granted; the directors propose to employ mechan- neans in order to increase their production. At Val- ambert the advance granted is also only 5 per cent. e Jumet bottle works the hands have secured an ad- of 20 per cent.

McCrory Sales Increase

les of the McCrory Stores Corporation for Septem- were $1,667,618, as compared with $1,385,884 for mber of 1922, an increase of 20.34 per cent. For the nine months ended with September the sales have been $14,081,057, as compared with $11,082,504 in the corresponding period of 1922.

Creating Demand Through Quality

A convincing proof that real demand can be created through quality rather than price is contained in a recent report from Consul Davis at Aden says Commerce Reports. He states that American vacuum bottles selling at 8 rupees for the pint size (1 rupee=$0.23) and from 12 to 24 rupees for the quart size have generally displaced similar bottles of Japanese and German make although these latter sell at just 50 per cent less for the pint size and over 65 per cent less for the quart size. The reason for this is that the bottles of American make keep the water cold for a much longer period and, furthermore, do not break so easily.

Many other specialty lines are sold on a similar basis; that is to say, demand is created through stressing the factors of quality, convenience, attractiveness, and ability to render satisfactory service rather than the factor of price. Intelligent and sustained selling effort is necessary to do this, but when once real demand has been created, orders can be obtained even against lower-priced competing articles, as the above illustration amply proves. American exporters should keep this situation clearly in mind, particularly in dealing with countries where the exchange situation forms a price obstacle against American goods.

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Always the Leader in
the Latest Creation

European and Japanese
DINNER WARES
in
Exclusive Stock Patterns

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FANCY CHINA ASSORTMENT
BRONZE WARES
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NOVELTIES, Etc., Etc.

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CHICAGO

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Theresienthal Fine Crystal



Palmero Shape—Patented Shape

Beautiful two-tone color effects in Amber, Blue, Green, Turquoise, Iridescent, Berstein, Ruby, Amethyst, Coral, Canary, Aurora.

If you are not coming to New York we shall be pleased to inform you when our travelers will be in your vicinity with a full line of samples to select from if you will drop us a line.

Import and Stock

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Phone, Ashland 7032

BOSTON NEWS NOTES

By

R. B. Hemenway, Representative

BOSTON OFFICE
98
MAY STREET
NEEDHAM
MASSACHUSETTS

A RECENT article in the trade section of a Boston newspaper characterized New England as a "Six-State Department Store." We believe the metaphor one of the most fitting expressions which might be used to describe this section, long famous as a clearing house for a tremendous variety of goods. Nearly all the needs of the foreign buyer are ready to hand here in a territory pre-eminently fitted to do business with the world through the experience which two hundred and ninety years of exporting alone can bring. In the trade of which this newspaper is a representative organ, the practice of buying in foreign fields by New England merchants is as prevalent as it is in any other. There is no reason why this should be so. Wholesalers in Boston and other New England cities are only too eager to cater to the retail buying trade if given a chance.

Mrs. William A. Blodgett who was injured in an automobile accident recently in which her daughter, Mrs. Thomas E. Sherwin, was killed is the widow of William A. Blodgett, who entered the employ of Jones McDuffe & Stratton in 1890 as a shipper. He was with this well-known house for several years and afterwards became a partner in the firm of Nickerson & Blodgett, which was originally known as Briggs & Co. The offices of this company were in Atlantic Ave. After the retirement of Mr. Briggs, the business was carried on by one Nickerson who was associated with several others including Mr. Blodgett. The latter was associated with the firm of Nickerson & Blodgett for about three years.

Houghton & Dutton Co. announces that its opening sale of the season exceeded in its returns the most optomistic expectations. Miss Kate Berry, the crockery and glass buyer, is now preparing for the company's anniversary sale, which is to be held next month. A special drive on dinnerware will be made and a large stock of attractive designs has been selected for the occasion.

Burglars entered the Athens General Store at Waterville, Me., early on the morning of Sunday, October 14, and looted the establishment of several hundred dollars which reposed in the cash vault and merchandise to the estimated value of $500. The break is believed to be the work of a gang of thieves who have been working in the vicinity of Waterville for some time and the authorities have instituted a search for them.

T. A. McNicol, president of the T. A. McNicol China Co. of East Liverpool, O., made a hurried trip to Boston last week in response to a long distance telephone message from his sales manager, "Jack" Bernard, who was a visitor here also. Mr. McNicol, although he did not d close the nature of the business which called him he declared that his mission had been a highly successful o from every angle.

More than one hundred and fifty patterns of op stock dinnerware are being exhibited by Jones McDuff & Stratton this week in their store on Franklin stre Most of these are being displayed in the windows a include many which have never before been seen he Each pattern is easily identified by customers by an tached card which gives the name of the design so th when they enter the store, little time is lost in informi the salesman just what they want to see.

Mr. Wallace of C. F. Hunt Co. of Waltham, Mas was a visiting buyer during the week.

Leroy T. Pease of Ovington's, President of the Asso ated Retail Credit Men of New York City, accompani by John M. Connolly, the Secretary, will attend a me ing of the retail credit men of Utica on October 18 They were invited by the Associated Retail Credit M of Utica for the purpose of offering suggestions for t organizing of a reference clearance bureau similar to c local organization.

A voluntary petition in bankruptcy has been filed in t Federal Court at Boston by the Witch City Electric La Co., Inc., lamp manufacturers, of Salem, Mass. T concern lists its liabilities as $21,428 and its assets $7,121.

Retail Expenditure $217.77 Per Person

The average retail expenditure per person included the population of the United States during the year 19 was $217.77. This is the conclusion arrived at by Domestic Distribution Department of the Chamber Commerce of the United States in a bulletin based on field study made by the Federal Department of Lab The figure above given is exclusive of rent and miscella ous services which do not enter into retail trade.

If this figure is accurate, and there is no reason doubt that it is approximately so, it should prove valua to retail merchants in arriving at an estimate of amount which their own community expends in ret stores of all kinds during the course of a year, a the proportion of such expenditure which ought to made in the merchant's own store.

To quote the example presented by the Chamber, expenditure for the total population, assuming it to 110,000,000, would be $23,870,000,000 and for a co munity of 6000 persons it would be $1,302,000.

What's New in The Market?

Here are a Few Answers to This Question to Post Buyers on New Offerings

Appealing Additions to the U. S. Fancy Glassware Lines

more than passing attractiveness is a new line of es which the United States Glass Co. has just intro- l to the trade and now displayed by Ed. Craig, the York manager, 1107 Broadway. This appealing line e of the richest which the company has brought out he graceful shapes, range of colorings and decorations p it as one of the most charming innovations in the et. Particularly attractive is the number of royal polished glass, with 1¼-inch gold incrusted bands in and tasteful scroll and floral designs. The items in- two new shapes in candlesticks, several shapes in s, candy jars, comports, handled trays, etc. This line les five other combinations, in light blue, stippled , canary, black and crystal. Two selections of in- ed bands in both gold and silver are obtainable and the ed effects are decidedly good looking. Two other items in the line are shown in crystal, decorated with incrustations, in relish sets and cheese and cracker

Royal Copenhagen Display Innovation in Dinnerware

Conspicuously beautiful in a rich blue decoration upon int and charming shape, is a new number in dinner- from the Royal Copenhagen factories, just put on y in the salesroom of the Royal Copenhagen Por- & Danish Arts, Inc., 19 West 57th Street. The shape is quite out of the ordinary and distinctive appeal. The pattern, known as the "Peacock," use of the bird of this name combined with delight- its of floral embellishments in three shades of rich glaze blue. The effect of hand-painting is admir- achieved through the perfectment of a new process, lors being sprayed on the biscuit, without the employ- of decals. Despite the great beauty of this dinner- service, the price is remarkably attractive, and buy- search of something different should not overlook ovely treatment while in the market.

New Things Shown by Cambridge Glass Co.

Among the new arrivals to augment the fancy lines of ambridge Glass Co., A. J. Menzies, manager of the York office, 184 Fifth Avenue, is showing a very ling line of salad plates in Azurite blue, primrose, and helio opaque colors, decorated with various gold tations and bands. Other new arrivals in the same of charming colors are boudoir candlesticks and colognes, decorated with ½-inch incrustations, in solid gold and in gold combined with black. In transparent colors new things in emerald, mulberry and topaz, include the popular items in the fancy lines, such as console sets, jugs, plates, comports, and stemware. Another novelty in glassware is a Dresden, lattice work shape in fancy plates and trays.

Skelton Showing New Utility Number

Featuring a new and very charming shape a new line of the Utility Glass Works, has just been placed on display by Frederick Skelton, Fifth Avenue Building, the local representative. This new arrival known as the "Cambodia," is unusually pleasing and combining a fancy shape with the popular narrow optic. This line is obtainable in green and crystal and includes the full line of stemware. Other new things from the Utility factory include guest room sets and some decidedly attractive refreshment sets in green and crystal crackled glassware.

Denver Merchants Start Better Business Bureau

A better Business Bureau was organized in Denver recently. The chief object is to combat untruthful and misleading statements in advertising. All mercantile advertising will be censored. G. E. Collisson, secretary of the Retail Merchants' Bureau, is one of the promoters.

Following close upon the announcement that President Coolidge had as chief adviser a retail merchant, Frank Stearns, a citizens' advisory committee to work with city officials in solving the problems confronting the new administration has been organized in Denver. W. R. Owen, merchandise manager of the Denver Dry Goods Co., is a member of this committee of twenty-seven business men.

Edison Opens Electrical Show

Thomas A. Edison was a guest of honor of the electrical men of New York City at a luncheon at the Hotel Biltmore, October 17, the opening day of the annual Electrical and Industrial Exposition.

Mr. Edison went from the luncheon to the Forty-eighth Street Theatre where he viewed the first release of a film prepared for The New York Edison Company showing the electrical resources of the city. Later at Grand Central Palace he threw a switch lighting thousands of lamps on the three floors of the Electrical Exposition and starting the motors of the industrial exhibits.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

SALES of odd lots, discontinued patterns, short lines, and samples, have featured the retail selling of china and glassware in Chicago during the past week. This can be readily recognized as a preliminary house cleaning, in preparation for the Holiday trade, which is now not far off. Buyers are alert to the prosperous conditions in the middle-west at this time and are therefore setting the stage for the grand finale of the year's business.

The most enthusiastic meeting of the Glass, Pottery, Lamps and Housefurnishings Association, since the last exhibit, was held at the Hamilton Club on Thursday of last week. About twenty members were present, and judging from the round-table discussion, it was evident that material interest on the part of both buyers and manufacturers in the February, 1924 exhibit, has already commenced to manifest itself. It was decided that the association would be host at the next luncheon meeting to be held on Oct. 25, when all buyers in Chicago, and those from out of town who can attend, are invited to take lunch with the association, to hear a speaker of prominence talk on some subject of importance to glass and pottery tradesmen, and to learn the plans for a bigger Chicago Exhibit at the Congress Hotel in February. The speaker will be announced later.

The Nominating Committee of the Chicago Gift, Art Wares & Novelties Association recommended the following officers and directors for election at their regular meeting last week: W. C. Owen, President, Mal Flesham, Treas.; M. Harris, Secretary; E. R. Steinbeck, C. L. Geesey, R. L. Geigel and E. H. Coles, vice-presidents, E. W. Steinbeck, K. L. Drummong, J. H. Smythe and John Bowman, new directors.

Among the newest items on display in the Chicago show rooms, is an assortment of delicately colored jade green glassware made by H. Northwood Co., Wheeling, W. Va., now being shown by Kelly & Reasner, manufacturers representatives, Shops Building. Included are graceful shapes in vases, candle sticks, fruit and flower bowls, candy jars, cheese and cracker plates, etc.

F. S. Lowry Pottery Co. of Roseville, Ohio, has placed the sale of their yellow mixing bowls and jet tea pots in the hands of E. M. Meder, manufacturers representative, for the middle-west territory. Samples are now on display in Mr. Meder's show rooms, 17 N. Wabash Ave. New samples of fireproof mixing bowls have also been received recently by Mr. Meder. These are from the Genesee Pottery Co., Chittenango, N. Y.

D. C. Sloan, official of the Potomac Glass Co., Cu
land, Md., and Bert Graser, salesman for that con
spent some time in the Chicago market last week.

A. N. Haltom, pottery salesman from Memphis,
and well known to the trade in the middle-west, ca
Chicago last week on business.

F. W. Merry of the Indiana Glass Co., Dunkirk
and S. M. McWilliams of the Lippencott Glass Co.,
andria, Ind., were recent visitors in Chicago.

Morris Kaufman, until recently buyer of china,
and housefurnishings for the Leiter Stores, Chicag
become engaged in the manufacturing business.
now part owner and active in the management of a
pany making bedding, automobile seats, and c
specialties.

Champ Horseshoe Pitchers

In a hotly contested match on the Chicago grou
the International Polo and Horseshoe Club, Max Cr
who is buyer for The Cohen-Hinkel Dry Goods
Wichita, Kan., when he is not pitching horseshoe
ried away the middle-west championship by defeati
Boring, former title holder, and Chicago manager
Crooksville China Co. Mr. Crueson claims that the



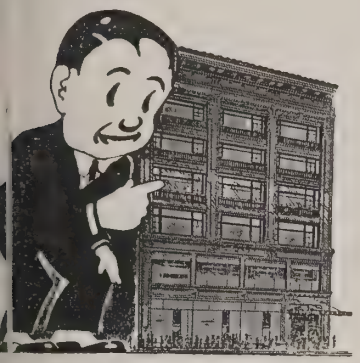
Left, Ed. Boring—Right, Max Crueson

lar game in Kansas is pitching hay, and that h
have acquired his aim in that way, for he had nev
ously gone in for "quoits" before coming to Chic
cently, when he entered the tournament and carri
the laurels. Mr. Boring and Mr. Crueson are he
trated just prior to the opening of the final game.

(Continued on page 30)

CHICAGO

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HELP WANTED

A WELL established Dinnerware Pottery wants Sales Manager who is experienced and successful in organizing and managing a national sales force calling on the small general stores as well as the larger trade. In reply mention age and salary expected, also how employed at the present time. All correspondence strictly confidential. Box 271, care CROCKERY AND GLASS JOURNAL.

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FIRST CLASS MAN—wants position with reliable house who handles an extensive line of Hotel Vitrified Chinaware where he can show his ability as being qualified for a future salesman position. Have been in the production end of chinaware my entire life, thoroughly familiar with each process. Have had experience in sales field but not with chinaware. Age 40; references the best. Box 281, care CROCKERY AND GLASS JOURNAL.

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ARE you interested in live Canadian representation for your factory? A man of 25 years' experience in the crockery and glassware business, successfully established for a number of years as a jobber and commission agent in Toronto, is desirous of securing representative lines of china, glassware, housefurnishing and electrical goods, on which he is in a position to give the best possible service. Can furnish highest credentials. Address Box 280, care CROCKERY AND GLASS JOURNAL.

SALESMAN of experience who has represented leading manufacturers of pottery and glassware in the Eastern territory is open to take on lines and make an adequate display at one of the finest showrooms in the New York Uptown China Center. Will also travel if required. Address William M. Warrin, care CROCKERY AND GLASS JOURNAL.

TWO young men with large acquaintance among the hardware, housefurnishings and department stores trade, contemplate organizing a sales office in New York City. Desire Metropolitan representation with established out of town firms carrying a complete line. Box 283, care CROCKERY AND GLASS JOURNAL.

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FACTORY:
255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N
New York Office: 290 Broadway.

Buyers in New York

(Continued from page 20)

L. J. Oteenheimer, housefurnishings, Doyle D. G. Co., L
Rock, Ark., 60 Worth St. (White & Pardee).

Miss Pine, housefurnishings, J. R. Coppin Co., Covington,
115 West 30th St. (Weill & Hartmann).

October 17th, 1923

H. Liebes, dolls, C. F. Hovey Co., Boston, Mass, 225 5th A
Room 611.

R. M. Dean, toys, R. H. White Co., Boston, Mass., 432 4th

Miss F. Eisert, housefurnishings, Erie D. G. Co., Erie,
432 4th Ave.

High Distribution Costs

(Continued from page 15)

high transportation costs, high rents and the high o
of service which the consumer demands of the store,
the basic reasons why distribution costs are high.
the elimination of the middle man cannot solve the p
lem, unless manufacturers open chain department sto
supply the customer direct in the primitive barter
they have tried to do in Russia, or devise an entirely
system of getting goods into the consumer's hands.
are theories and theories are about the most impract
means of accomplishing anything.

The Chicago Market

(Continued from page 28)

C. H. Spreng, traveling salesman connected with
M. Meder manufacturers representative, returned h
week from a selling trip through the Northwest.

Among the buyers in the Chicago market last
were K. Turek of the Green Bay Hardware Co., Gr
Bay, Wis., M. Austin of Austin & Co., Battle Cr
Mich., and B. Mehlman of B. Mehlman Co., Milwa
Wis.

D. L. Bostwick, manufacturers agent with headqua
ters at Detroit, Mich., came to Chicago a week ag
confer with local manufacturers of household item

OBITUARY

Frederick G. Johnson

With deep regret we announce the death of Frede
George Johnson, of Clayton Hall, one of the directo
Johnson Brothers Ltd., Hanley, England, earthen
manufacturers, and one of the leading figures in the
tery industry for many years past.

Mr. Johnson was 65 years of age and his career
rightly be looked upon as a romance of industry—a

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how a comparatively small business grew into one of the greatest undertakings in the pottery trade. Born on September 7th, 1858, he was one of a family of eight children of the late Mr. Robert Johnson, who was a successful Staffordshire farmer and whose marriage united the families of Johnson and Meakin—two names that are held in the highest repute in the industrial and public life of the county.

Educated at Brewood Grammar School, F. G. Johnson was attracted in his early years to the pottery industry and gained a thorough acquaintance with it from the time he entered the service of Messrs. J. and G. Meakin as a youth. His practical knowledge of the industry was probably unequalled, and was coupled with a business capacity that made him one of the leaders of the pottery industry.

Mr. Johnson's business career dates from 1883, when the firm of Johnson Brothers began manufacture at the Charles Street Pottery, Hanley. The four brothers were all members of the firm which at first employed a mere handful of workpeople. Steadily, however, the business expanded, and in course of time the new company, Johnson Brothers (Hanley) Limited, was formed. This company now employs some 2,700 workpeople at its various works—the Charles Street, Hanley, Imperial and Trent Potteries, Hanley, and the Alexandra Pottery, Tunstall. The Hanley Pottery was built about 1886 or 1887, later the company acquired the Imperial and Alexandra Works, and in 1900 the Trent Pottery was erected.

Before the erection of the Hanley Pottery Mr. Johnson, then quite a young man, made a tour in America, extending over five or six months, with a view to studying American conditions affecting the pottery industry. Messrs. Johnson Bros. have always had an extensive American trade, and at the time of Mr. Johnson's tour the question of establishing a factory in America was being considered. It was decided, however, to develop the business of manufacture in this country.

In 1912-13 Messrs. Johnson erected a large works for the manufacture of sanitary earthenware near Frankfort-on-Maine, but with the outbreak of war in 1914 the factory was seized by the German authorities.

With the passing of Mr. F. G. Johnson; the remaining directors of Johnson Brothers (Hanley) Limited are Mr. H. J. Johnson, (Chairman); Mr. R. Lewis Johnson and Mr. Ernest J. Johnson (sons of the late Mr. Robert Lewis Johnson), Mr. Frank G. Johnson (son of Mr. H. J. Johnson) and Mr. F. Victor Johnson (son of the late Mr. F. G. Johnson). A former director, Mr. Reginald T. Johnson, son of Mr. H. J. Johnson, made the supreme sacrifice in the Great War.

Several subsidiary businesses have sprung from the original firm—those of H. and R. Johnson (Tiles) Ltd., Alfred Meakin (Tunstall) Ltd., Alfred Johnson and Son (Queenborough) and the Johnson Fireclay Company.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
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GEO. F. BASSETT & CO., *73 Barclay St.*
"The Dinnerware House of America."

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

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JOHN DAVISON, Inc., *14 Barclay St.*
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OTTO GOETZ, *43 Murray St.*
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HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND & CO., *11 East 36th St.*
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HERMAN C. KUPPER, *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, *39-41 West 23d St.*
Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., *105-107 East 164th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
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Importers and Manufacturers.

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GILLINDER & SONS, Inc., *224 Fifth Ave.*
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. T. W. Hamilton, Representative, 139 Fifth Ave.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
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DOLLS AND TOYS
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AS THE EDITOR SEES IT

THE BUSINESS PROSPECT

THE irregularity which has been marked in business in general for the past few months continues unchanged, although the improvements which normally come with the fall season are distinctly visible. To a good many, this fall quickening of industry and trade is neither as general or extensive as expected. Production is admittedly spotty, there being considerable activity in some branches of manufacturing and a restricted demand in some others. Pottery production is uniformly active and at capacity while the production of glassware shows a tendency to sag in certain lines, and one factory has curtailed production. This has been interpreted by some close observers of trade conditions, as the result of unusually large orders lately placed by buyers for Bavarian and other imported wares. However, we receive such good reports from the glassware industry that we believe current and future demand for domestic ware, will show little if any falling off.

IN the wholesale markets there is no very marked changes in the attitude of buyers. There is to a certain extent, some divergance of opinion between sellers and buyers on the question of values. Orders are being placed in good volume but the concensus of opinion is to the effect that buyers are not prepared to operate in a large way on any basis. This cautiousness and continuing of hand-to-mouth buying to keep capital liquid and stocks freely turning over, is not based on unfavorable conditions of business throughout the country. Some sections report trade better than do others, but nowhere is there anything like a depression visible.

A VERY fair index regarding business conditions throughout the country may be found in the reports of industry and trade from 48 leading cities in this country and in Canada. Seventeen of these centers affirm that wholesale trade is good, twenty-seven as fair and but one—Butte, Mont., report conditions as slow. Regarding retail trade, eighteen cities say trade is good, twenty-six report trade as fair. Only Sioux City, Tulsa in the United States and Calgary and Winnipeg in Canada, report retail trade as quiet. We believe this may be accepted as a very good indication that business and trade is good, even if it has not reflected the seasonal activity to the degree anticipated.

WHILE there is an admitted weakness in the production of some basis materials—such as pig iron, this curtailment is due to the fact that in the steel mills material goes out faster than new contracts come in. It is significant, however, that the railroads are continuing to order supplies and the automobile trade is buying in good volume for the late fall production of cars, and Japanese buyers are placing considerable orders also. In regard to auto production it is interesting to note that the Ford company will produce 2,000,000 cars this year, compared with 1,351,393 produced last year. The total production of the Ford plants up to last Wednesday amounted to 1,500,096 cars and trucks, which is an increase of 564,774 over a like period last year.

THE report of business casualties for the past week is 351, compared with 326 for the previous week and 398 for 1922. In the United States over 68 per cent of the concerns failing had a capital of $5,000 or less and 17½ per cent had from 5,000 to $20,000 capital. However, distributive trades, by and large, report business as fair to good and the same ratio averages up for industry. The agricultural outlook is likewise fair although the marketing of grains is below the average for this season.

Playing Up to Retail Salesman

Building Sales for a Product By Interesting the Salesmen and Helping Them to Show Wares to Public

MANY experiments have been made by those who believe in the cultivation of the retail clerk, but so far as I know there has been no definite classification, no attempt to produce a sound policy from the material collected by countless traveling salesmen. If one salesman out of twenty is singularly successful in building volume I will venture that he is a confirmed developer of clerk interest and of clerk co-operation. And if we could collect his everyday experiences and classify his clerk-contact data a workable theory would be developed which would intensify sales in every territory.

When a well known sales manager traveled from coast to coast he always made it a practice to see the clerk and win him over to his product. He did so because he figured that some day the clerk would have his own store, and that he would then surely get the business. Every time a clerk did buy a business, the manager never failed to sell him and incidentally he discovered that wherever he had made a friend of the clerk, his sales were the largest. He got in his wedge by the simple method of suggesting to the clerk that he might improve his displays. The clerk would get interested and ask him about his own business, and he would tell him about his own lines.

On his next trip the proprietor of the store would say, "I saw Jim fixing up his showcases a few days after you left, and I said 'What's the idea, Jim?' 'Oh,' he replied, 'Mr. Blank told me this new stunt when he was here and not having much to do today I thought I'd try it out.'"

Prizes offered to clerk and dealer, such for instance as a trip to New York, meet with some success. These schemes are at best a makeshift for the real thing; that is, careful and enthusiastic training of salesmen to sell goods, together with a correct knowledge of the dealer and the clerk to whom they are to sell them. We try to dodge the fact that selling is hard work, and that training salesmen is hard work, but only by hard work can we win over competition. The successful sales manager always feels that his competitors are working harder than he is and he redoubles his efforts constantly.

When endeavoring to establish friendly relations with the clerk there are three kinds of messengers to be avoided: the theorist who has never before been out of the main office, and never gets out of himself, the man who thinks "mere clerk," and the man who tries to jolly. A great mistake is to think that the young college man or woman is agreeable to the man behind the counter because of the hail-fellow college-yell spirit of democracy. Of all the snobs the college-bred is the worst, and his freedom, his superiority, his book knowledge are simply challenges to the proud but limited clerk. Sincerity always wins. Babies, dogs and clerks always know instinctively whether a fellow is real or not. But even the kid-glove variety can make a friend behind the counter if he's straightforward.

The first method I have to suggest is to train one of your young men who has not quite reached par with the clerk in general experience—pump him full of just one subject—*your goods*—explain to him that the clerk knows more of everything than he does (except your goods) and that he is a real fellow worth cultivating for his own sake. Then send him to a number of stores in a nearby territory where you can watch him develop. Let him take a message from you to the dealer. Tell him when he has delivered the message to ask the dealer to let him look around the store. In five minutes he will have located his clerk and the clerk will have found him. Result, your goods will get a boost. If the young man shows ability in this work send him to more and more stores until he has a good-size territory to cover. Then set him to work to train others and let him supervise their work, introducing them to his clerk friends. You will have a chain of friend's friends working for you before you realize it. I tried this myself on a large enough scale to know that it is practical—and it makes sales continuously. The psychology is that of "fitness"—clerk meets clerk, as boss meets boss, with no axes to grind. Each has a mission, each has to make good, and the clerk knows he is helping a good youngster.

The second method I suggest is the direct appeal by a member of the executive staff, a man who by his personality and sincere direct bearing (not an ounce of insincerity in his 160 lbs.) looks as honest as he really is. He must be qualified to appreciate the real value of the clerk as a member of society as well as a selling force,—to talk on his level, not down to him, remembering that the clerk likes to widen his horizon when no one is looking and that he wants to widen his views himself and not have others think that they are widening them for him. Like a boy he wants always to kick his own football. Prepare carefully to capture him and to feed him your story adroitly, and once you get him you have him for life. The exact method I have used in talking to clerks in shoe stores, for instance, is somewhat as follows:

Entering the store the executive asks for the dealer and gets into touch with him at once. (Observe this: window dressers and young salesmen may talk to clerks while waiting for the proprietor but an executive must always see the boss first. If he has to wait, let him wait alone. Nothing irritates the dealer so much as to find a stranger talking to his men behind his back.) After

iendly chat with the dealer let the executive ask him to ll a meeting for ten minutes after closing time so that , the fellow who manufactures such and such goods, ay meet the men who sell them. Getting the entire staff gether the visitor has a golden opportunity and can lk straight from the should and the heart of the clerks. ere is a sample of a talk which I have found practical: "Your customers are your capital. You gain their nfidence by recommending trustworthy articles. Findg you are right they come back to you again and again. ie boss hears people asking for you. He knows that u have a growing clientele, and your wages go up. For sses know that a man commands a situation when cusners demand him. You are therefore a real business an when you have clients; for clients are the backbone business."

This kind of plain talk opens up a horizon that the rk has not always perceived and he likes the thought t at last he is recognized as somebody.

"You are the final link in a long and expensive chain," e executive continues, "and I am going to try and sell u my goods—so that you can sell them—for if I can't l you I have lost one of my most necessary links. w let me tell you two live points about my goods that have used myself to sell them from coast to coast. Here a the points." Then after driving them home hard, "our customers depend on you; they believe your word sed upon your experience and character—well, these nts are authoritative from me—the manufacturer."

And let him talk to these men as earnestly as he ever ked in his life and he will win them. For all men like ce, particularly when it is exerted to please them. ver fail to thank them for staying for the ten minutes, l never keep them a moment beyond that time, for they tired, hungry, jealous and touchy, as we all are when we are kept after hours, and they want the executive and their boss to appreciate and acknowledge their forbearance for being pleasant about staying.

One of the largest corporations in the country is employing a young, magnetic, and thoroughly genuine man to attend every meeting of the different retail branches where their goods are sold. These meetings place place in the store, are called twice a year by the district manager, and last about one hour. This young man travels from New York to Chicago or to San Francisco or to Fort Worth to make a twenty-minute talk. In that twenty minutes he gives the salesmen the selling information necessary to make the greatest impression on customers and since this information has become available, sales have increased by leaps and bounds.

Don't make the mistake, however, of playing the clerk at the expense of the dealer. The latter owns the store and the clerk should be met through him or with his permission.

A certain manufacturer made a bad mistake by overlooking the dealer and playing the clerk alone. It was in this wise: he attached to the article to be sold, in a hidden corner, a little tag, with room for name and address. Waiting until the boss turned his back, the salesman took the clerk over to the goods, and said, "See this tag? Fill it out when you sell one, with your name and home address, and don't let the boss know. This is your game. We will send you a money-order for $2.50 for every tag received." For two years this article outsold all the others two to one. Then came the inevitable detection, exposure and revenge by the dealer, who justly felt that his authority and rights, and the rights of customers had been violated.

Such an error is hardly likely to be repeated but I mention it for the purpose of bringing attention to the fact that "smart" people think they can beat the clerk and his boss by money.

The third method, one which bears mighty good fruit and does so quickly, is to utilize the sales value of the professional window-dressers who travel the same territory year in and year out. They are obtained through one of those specialists mentioned in the fore part of this article and their co-operation is secured because the boss sees to it that they are enthused about the goods they are displaying. However, to make assurance doubly sure, have one of your trusted men see each windowdresser before he starts out to his territory, and let him use the same kind of human selling endeavor that he would use with the clerk. The windowdresser is usually an adroit man and can interest the clerk in his window-dressing, picking out the one most likely to handle the goods he is showing, and asking his advice as to how the article should be arranged, or asking for general criticism, thereby selling the goods to the clerk. He has one advantage over the salesman or executive, inasmuch as, like the clerk, he is employed in the store.

A few men in the field like this window-dresser and a quarterly visit from one of the executives go far toward getting good results from the clerk. Both like cultivating and selling day and night. Such cultivation makes advertising, window-dressing, visits of salesmen and all other activities of the manufacturer assume a very real importance in the eyes of the dealer and the clerk; and they both look for any word from him with interest, and his goods are never forgotten, because they represent a human relationship.

A man told me the other day that Friend Wife being occasionally tolerant of his opinion, asked him what kind of hangings would harmonize with a new set of furniture they had bought, and he advised a dark red. At which she stuck up her pretty young nose and knew better right off. A few days later she came home full of excitement over a visit to a department store in town. Forthwith she showed her husband samples of stuffs for guest-room, drawingroom, etc. "And what may this be," he inquired, picking up some dark red material. "Oh," she exclaimed, "this is for the hangings, I got at So and So's. The clerk told me it was just the thing to go with the Jacobean set—and so I decided to buy it." What could be fairer?

As I said at the beginning, every link is necessary, but when I go into a store and see the clerk reach for goods, and place them before the customer who takes his word many more times than an advertising man likes to admit,

I call the clerk-link a good trade connection to cultivate. His sales will swing dealer and jobber into line. Cultivate him.

Trade Outlook Good Says Hoover

With the exception of two "sore spots," the world's business conditions are satisfactory, Secretary of Commerce Hoover said in commenting on the trade outlook.

Mr. Hoover takes an optimistic view of the present situation. He regards as "sore spots" the agricultural depression in the Northwestern grain belt and the chaotic conditions in Germany. He holds that there are sufficient sources of stability to overbalance the "sore spots."

The Secretary said that he had not yet had an opportunity to analyze the imports and exports for September, which brought about the change from an unfavorable to a favorable trade balance, but indicated the belief that the movement of agricultural products to foreign countries has swollen the amount of the total exports. It is quite possible the Secretary holds, that there will not be more than $50,000,000 difference in the export and import totals for the calendar year, although the invisible balance of trade will result in an unfavorable trade balance.

Biggest Retail Year in History Forecasted for 1923

The year 1923 is expected to prove a banner twelve-month for the majority of the companies in the mail order and chain store businesses, according to estimates based on the results of the first nine months. Department store sales thus far this year have likewise set a new pace in the merchandising field, and, while the best showing probably will be made by those companies operating in the 5, 10 and 25 cent store line, the mail order houses, for the present at least, would appear to have the better of the situation.

Volume of business booked by the leading mail order houses this year will exceed that for any preceding twelve months, with the exception of 1920 and 1919, if a recent survey of the business is an accurate barometer for the rest of the year. One of these organizations is expected to report the largest volume of sales for any year in its history. It is said that these companies generally are now operating on the most profitable basis since the post-war boom period of 1920-1921.

Sales of the 5, 10 and 25 cent stores during the first nine months of 1923 in most cases have run substantially above those for the corresponding period of any preceding year. With several of the best months of the year still ahead of them, The Standard Daily Trade Service predicts a record-breaking volume of business for the full year.

In the department store line particularly, it is said, will the forthcoming holiday demand prove exceedingly large. Notwithstanding the fact that there were fewer business days in September in comparison with August, sales of the leading retail merchandising organizations held up extremely well in September.

Although the majority of the 5, 10, and 25 cent chain stores reported a slight drop last month, compared with the previous month, statistics disclose that this loss was more than made up by the increased trade in the general chain store and mail order divisions.

Mail Order Sales

Sales of the mail order companies during September ran ahead of both August, 1923, and September, 1922. Sears Roebuck & Co.'s sales last month amounted to $16,103,25 an increase of 15.70 per cent over those for August and 12.02 per cent over those for September, 1922. Sales the first nine months by this company were $151,750,74 compared with $121,279,805 in the same period of last year, a gain of 25.12 per cent.

Even more marked increases were reported by Montgomery Ward & Co. for both September and the nine-month period. Sales of this concern last month amounted to $9,949,398, a gain of 18.10 per cent over those for August and of 40.30 per cent over those for September, 19. In the nine-month period sales aggregated $90,303,7 against $59,552,224 in the same month of 1922, an increase of 51.60 per cent. On the basis of these sales, the company's full 1923 business will be the largest ever reported by it.

Sales by the F. W. Woolworth Company in September ran slightly behind those for August, but were well ahead of those for September, 1922. They amounted last month to $14,774,962, a decline of 1.30 per cent from the preceding month of last year. Sales for the first nine months totaled $125,443,572, as contrasted with $109,240,14 a year ago, a gain of 14.83 per cent. This company is also expected to book the largest business in its history this year.

S. S. Kresge's September sales were almost on a par with those of August. The actual figures for last month were $6,323,699, a drop of .30 of 1 per cent from the month before, and an increase of 16.59 per cent over September, 1922. Sales for the first nine months broke all previous records, aggregating $54,017,447, or 27.57 per cent greater than in the same period of 1922, up to this time the company's best year.

Gains Reported

Sales of the McCrory Stores were $1,667,618 in September, $1,821,925 in August and $14,084,245 the first nine months, respective increases of 20.30 per cent, 280 per cent and 26.40 per cent over the same periods of 192. S. H. Kress Company reports sales amounting to $2,-126 in September, $2,527,203 in August and $22,28 28 in the first nine months, respective increases of 5.50 per cent, 13.60 per cent and 12.60 per cent. The Hartman Corporation had sales of $1,257,986 in September, $1,8-363 in August, and $13,093,609 in the first nine months, respective gains of 5.06, 4.05 and 35.05 per cent. National Department Stores reports sales in September totaled $3-246,318 in August $2,439,779, and in the eight months

ginning with February $23,560,272, showing respective creases for these periods of 18.54 per cent, 13.40 per nt, and 17.93 per cent over corresponding periods of 22.

Especially in the case of the chain stores, the security arkets appear to be thoroughly discounting the encouraing prospect. While the main trend of the stock mart as a whole was downward during March, April, May d June, that of the chain store shares was upward. hile the market as a whole has moved within a relatively rrow groove during July, August and September, the ain store stocks have advanced further. The total marts value of the common stock of nine important chain re organizations on Oct. 9 was at the highest point on ord, and was fully 7.2 per cent greater than at the time stock market reached its peak, in March, 1923.

Mail order stocks, however, have moved in the opposite ection. The total market value of the common stocks of ee mail order houses on Oct. 9 stood nearly 27 per cent ow the March, 1923, peak, and was 7.3 per cent below low figures of July, 1923.

The year 1922 was conceded to be a year of heavy retail ving, but the increases shown indicate that 1923 will ablish a mark that 1924 will find it difficult to equal.

China and Earthenware in Morocco

The market in French Morocco for china and crockery is very important, states the U. S. Consul at Casablanca, a this class of goods is bought by all of the three elents which make up the population of the protectorate—European, Jewish, and Moorish. Before the war the countries supplying china and crockery to Morocco were as follows: France and Germany, china; England, first-class crockery; Germany and Austria, second-class crockery. The trade was brisk and Fez merchants had representatives in England, while French goods came from Marseilles, and German products from Leipzig and Hamburg. During the war Spain secured a footing in the Moroccan market, owing to the difficulty of sea transportation, but failed to hold its own when the seas were again open to commerce. At present comparatively few shipments of china and crockery are being received, but what is imported is coming mainly from France, with England in second place. Czecho-Slovakia is beginning to send trial consignments. The Moors have pronounced tastes in china and crockery, and in pre-war days the Germans were very successful in meeting their wishes. The style, decoration and shape of the various articles are of great importance. The natives are willing to pay good prices for highly decorated teacups, which should be of a size suitable for drinking green tea. Their usual height is from 5 to 10 centimetres, with a diameter of from 5 to 8 centimetres. The cup and saucer are commonly bright colored, heavily decorated to such an extent that little of the white is to be seen. The favorite colors are Arab green, purple, red, and gold. Frequently the saucer is deep like a small bowl. The plate most frequently bought by the native is one of 22 centimetres, and is white with floral design. There is a good demand for round and oval dishes with a diameter of 22 to 28 centimetres, salad bowls, fruit dishes, sauce dishes, and sugar basins. The German and Austrian goods imported in prewar days were not usually of good quality. They owed their popularity to their cheapness and their appeal to the native taste. The German method of packing was very thorough and should be followed. Cases of strong boards were used, which were well nailed. Each article was wrapped in tissue paper, and each dozen cups and saucers were then placed in cardboard boxes filled with sawdust. The boxes were in turn wrapped in straw or hay and packed in the case, separated from each other by thick layers of straw. The cases varied in weight, but never exceeded 200 kilos. As Casablanca terms of payment for new customers are cash against documents with 3 per cent. discount. Old customers, however, or those giving good references, receive 60 to 90 days net. At Fez cash against documents is frequent, while old firms get 120 days. Occasionally payments are made in advance. At Meknes, where English goods are mostly found, payments are against documents in sterling at the exchange rate of the pound sterling on the day of shipment. Prices now prevailing are as follows: Hollow-ware—bowls, 0.09 franc to 1 franc each; plates, 10 to 20 francs a dozen, delivered Limoges; sauce boats, 4 francs, ex factory; salad bowls, 4 francs each, ex factory; coffee upots (six cups), 8 francs each, ex factory. At Fez, before the war, fine tea and coffee cups brought 200 francs a dozen. At the present time rich natives pay 80 to 100 francs a dozen, but the average individual pays much lower prices. A half-dozen cups and saucers, bowl shape with a border of small black deer, from Czecho-Slovakia, cost 45 francs. French tea sets, including six cups and saucers, a teapot, sugar basin, and milk jug, in a small square design and border, sells for 60 francs. Ae Casablanca, English cups cost from 25 to 200 francs a dozen, while Moorish cups from Limoges cost 70 to 200 francs a dozen. At Rabat tea cups of English or German origin, bought through Tangier or Larache (Spanish zone), from 110 to 120 francs a dozen delivered at Rabat. At Meknes English cups are preferred, and the richly decorated ones bring 260 francs a dozen; fine ones, 180 francs; and ordinary, 100 francs. The larger part of the china and crockery shipments is bought through Tangier.

Japan's China and Glass Trade

In view of the appalling catastrophe which has evoked the deepest sympathy of the whole civilized world, a special, though tragic, interest attaches to a recent report which supplies the following particulars:—Exports in 1922 remained round about the same figure as in 1921, namely, 21,000,000 yen, but there are signs of a revival in 1923. The principal part of the business has been with America and the Dutch East Indies. As in the case of porcelain, no remarkable change has taken place in glassware. China and British India are the chief purchasers, and South Africa and Australia have again begun to buy cheap bottles and tumblers. Production has increased

considerably, but it has been largely absorbed by the domestic demand for more bottles and for more windows, not only for the new foreign style buildings which are going up, but in replacement of the paper "shoji" in Japanese houses. Whereas in 1920 exports of glassware were more than four times the value of imports, they are now only very slightly in excess of them. The exports in 1922 were valued at 11,308 yen, and in the first three months of 1923 at 2,639 yen.

Grand Duke Manages Budapest Pottery

German porcelain factories which had been bidding for the services of former Grand Duke Emil Joseph Franz of Austria have been advised that the Grand Duke has accepted the directorship-in-chief of the largest ceramic factory in Budapest. In declining to come to Germany the Grand Duke explained that the position he is accepting has been taken with the express understanding that he will be the actual manager, as there is no desire on his part to have a sinecure and sit idly by.

Emil Joseph Franz has passed much of his time studying ceramics in Germany. He served his apprenticeship here, where his skill is well known. The potter's wheel always held more of an attraction for him than society, hunting or military training.

English China Clay Industry

The total consignments of china clay for the month of August show a decline of 1,300 tons on the preceding month, which was the lowest level hitherto reached in the present year, says the *Pottery Gazette*.. There are a number of reasons assigned for this temporary lull in a trade interwoven with the industrial conditions of so many other countries. The unsettled clouds which have been lurking on the Continent and Russia have been a great loss to Cornwall's chief industry, and although many inquiries have been received from Germany for deliveries, the financial chaos in that country makes transactions so difficult. The passing of the President of America must have had some effect in the dislocation of business, particularly in those manufactures wherein china clay enters so largely Now America is getting settled down to its new chief, trade will be more active, and the remaining months of the present year are expected to yield better results. Even if the deliveries of August are only maintained throughout the year, this would be a tremendous increase upon last year. Up to the end of August the total shipments were about one-sixth of a million tons in excess of the corresponding period for 1922, which should prove heartening to all associated with the industry and shipping. The home markets are keeping fairly strong, and when revealed in the aggregate it is astonishing that between 50,000 and 60,000 tons are sent direct by rail throughout the year in smaller consignments of 10 to 30 tons. Although there was a drop in the overseas trade both in July and in August, there was some improvement observed in one or two markets on the Continent. Nearly 50,000 tons were despatched from Fowey during August, which was rather more than for the preceding month of July, which serve to illustrate what an important centre for shipping Fowe really is. Developments throughout the industry are pro ceeding with no sign of abatement, and within a few yea the productive capacity of the industry will be considerabl extended.

Clay Doll Machinery Wanted in China

Manufacturers of machinery suitable for the productio of clay doll parts, such as heads, arms, and legs, are re quested to send two sets of catalogues of their equipme to the Industrial Machinery Division, Bureau of Foreig and Domestic Commerce, Washington, D. C. To assu that such catalogues reach their destination, it is importa that each catalogue be marked: "For transmission to th office of commercial attache, Peking, China." Coverin letters transmitting catalogues should be in duplicate an should indicate the name and address of the agent fo China, if any.

"Our Imports and Who Use Them"

The National Foreign Trade Council of New York a booklet just issued under the title "Our Imports a Who Use Them," prints the following popular inform tion relative to the Pottery and Glass industries:

The basis of the pottery industry is kaolin clay. The is very little good kaolin in America. What is produc here is so poorly mined and refined as to be negligib as a source of supply. It is, therefore, absolutely nece sary for the crockery industry to import kaolin, most from England. From the same source we get Cornw stone, used as a flux.

In enameled iron plumbing fixtures American man facturers use assorted pig iron, which is imported them in large quantities from Scotland and Belgium, a oxides of lead and zinc, which also come from forei sources. Belgium supplies pebbles used as grinders, t Straits Settlements produce tin, while Greenland sen kryolite.

Some of our manufacturers use several different m terials, which originate in foreign countries, in maki porcelain enamel and china ware. Some antimony oxe and barium carbonate is imported to supplement the d mestic supply. Nitrate of soda comes from Chile. Mak of vitreous china fixtures use different types of fore feldsparflint, and ball clay from England.

In the manufacture in this country of fruit jars, gl specialties, opal and amber ware for packers and dr gists, foreign sources are drawn upon to an import degree. Of the foreign materials utilized, the most i portant are aluminum, antimony, cobalt, boric acid, a lac. Bauxite, the ore from which aluminum is produc is found in large deposits in France; Georgia furnis most of the domestic supply. The ore from which a mony is extracted is known as stivnite, found princip in Japan, Austria, France, Hugnary, Algeria, Turkey a Mexico. Some antimony comes from China; som

also found in California and Nevada. Cobalt is found in Europe and Canada. Boric acid comes from Italy and Germany principally; a little is produced in California. Lac is imported chiefly from Northern Africa in the form of gum. Chile is drawn on for sodium nitrate; Germany for potash; Russia for a special quality of manganese; and Canada, Mexico, Japan and Belgium for arsenic. All these actually go into the glass.

Flint pebbles, imported from Denmark or Belgium are essential for grinding glass. Felt from Belgium is an important item in the manufacture of plate glass; it is used in polishing operations. Emery is also used in grinding plate glass. Some domestic emery is used, but it is necessary to import considerable quantities, principally from Turkey. Whiting also is used in the finishing operation and comes in the main from England.

Household Utilities Form Attractive Exhibits at Big Electrical Show

From the household standpoint, exhibits at the annual Electrical Exposition, held in New York, October 17th-27th, at the Grand Central Palace, presented significant phases. Interest in this case, arises not only from the display of electrical novelties, but even more so, from the development of electrical devices and appliances already known.

In the field of the electric washing-machine, besides the standard types of machine with which housewives are already familiar, newer forms were shown designed evidently to meet some definite requirements of the housewife. For instance, almost every washing-machine manufacturer is now presenting a smaller model of some sort obviously intended either for the small family, or for the home in which space is at a premium; besides this, there was the introduction of several new forms of washer intended to be set inside of existing laundry tubs, and to be removable, on completion of the week or the day's wash; in every instance, these smaller units are distinctly lower in price than the standard machine.

In the ironing-machine field, a similar movement is indicated by the exhibition of some ironers of smaller size, and by a new form, open at one end. The typical power-mangle has hitherto called either for flat-work, or for garments so folded or handled as to take practically the same treatment as flat-work. The newer type of machine evidently tends to enlarge the range of the ironing-machine, making it more domestic and less professional in character.

Electric cooking seems also to recognize a great demand outside of those regions and households where electric cooking on a large scale prevails. Further developments of the electric-fireless-cooker-oven type, giving a genuine stove, which however, does not require special wiring, is one indication of this trend; then there is a table-stove with a double-boiler attachment, thus in effect combining chafing-dish and grillstove in the one appliance; there are toasters that toast on both sides at once, and toasters in which the hot slices are turned by switch rather than by fingers.

Among the cleaning devices, one now finds floor-polishers and scrubbers reduced to household size, while heating-pads have enlarged thmeselves into "health blankets," designed for the infant, for invalids, for outdoor sleepers, and for medical use. A heating novelty is a trousers-pressing device, warranted to permit the home tailoring of masculine garments, at a cost of 2 cents per pair of trousers thus pressed.

Electric refrigerators are more widely represented than hitherto, now giving types distinctly of home, rather than mansion size, and indicating a time in the near-future where such labor-savers will be less of a luxury than they are now. Mechanical difficulties, apparently have been overcome, but as an electric refrigerator still represents the investment cost of a "flivver," these devices cannot yet be considered fully domesticated as far as the average home is concerned.

The Men Behind the Export Sales

A large percentage of the American merchandise absorbed by Latin American markets is still sold by Europeans, usually as representatives of European firms, but frequently of American business houses. Intrusting one of distribution's most vital functions to citizens of countries which are our most formidable commercial competitors in the territory is now regarded by many American authorities on foreign trade as a serious mistake. Admitting that the foreigner is a good salesman, admitting that he is conscientious in selling merchandise produced not only in a country other than his own, but in a competitor country, it is still impossible to conceive of his developing the enthusiasm—so essential in foreign selling—that is expected and found in the American selling American products.

In one branch of distribution we have progressed materially. Only a few years ago the majority of the travelers covering Latin America for houses in the United States were foreigners or naturalized citizens, but during the war and the prosperous post-war period many Americans entered the field and to-day native Americans predominate among the salesmen representing our exporting firms.

The retail trade must, of course, remain to a large extent in the hands of Latin Americans, but as Europeans have successfully entered this branch of commerce it seems reasonable to believe that Americans will sooner or later follow suit. British department stores, for instance, have developed a large business in Argentina and Chile, as have French retail establishments specializing in various lines.

In the wholesale and agency trade Americans have made more progress, though a vast quantity of American goods still passes through native and European wholesalers and agents. That a large part of this trade should be in the hands of Latin Americans is entirely satisfactory except as they keep business away from American firms equally

(Continued on page 27)

CAUGHT IN THE NEWS NET

AFTER an absence of two months abroad, during which time he visited the china factories which he represents in this country, William G. Mueller, president of William G. Mueller, Inc., is back at his desk and in a few weeks many new things in dinnerware and fancy lines, which Mr. Mueller has worked out for his trade, will begin to arrive.

Among the well known pottery men returning home after witnessing the World's Series, were F. F. Hull of the A. E. Hull Potter Co. and V. D. Kinnan of the American Clay Products Co., Zanesville, O.

Charles A. Kraft, New York manager of the Pittsburgh Lamp, Brass & Glass Co., has returned from a several days visit to the factory in Pittsburgh.

J. D. Hall, buyer of china, glassware and housefurnishings for the Shepard Co., Providence, R. I., was numbered among the buying fraternity in the market the current week, as was G. L. Hooley, housefurnishings and toy buyer for the W. M. Whitney & Co., Albany.

H. H. Phillips, commercial manager of the United States Glass Co.'s Factory U. Gas City, Pa., was a visitor in the city this week, conferring with E. T. W. Craig, manager of the New York office.

Strobel & Wilken to Move to Union Square

The firm of Strobel & Wilken Co., importers of toys, who have occupied the building at 61 West 23rd St. for some years will move the first of the year to 33-35 East 17th St., Union Sq., North, and the business will be conducted from the latter address after Jan. 1, 1924.

Lee Kohns Re-elected

At a meeting of the managing directors of the New York Board of Trade and Transportation, held last Thursday at the rooms, 41 Park Row, Lee Kohns, of L. Straus & Sons, 46 Warren Street, was re-elected president.

Importers and Traders Hold Meeting

Plans for furthering the campaign to obtain higher salaries for members of the Customs Service at this port were discussed at a meeting of the Customs Committee of the National Council of American Importers and Traders, Inc., held in the rooms of the Council, 45 East Seventeenth Street, Oct. 23. Among the things before the meeting was the reading of a letter received yesterday from C. B. Slemp, secretary to President Coolidge, telling the committee that its letter to the President on the subject in question has been referred to Secretary of the Treasury Mellon. Letters from Senator Reed Smoot, Chairman of Appropriations Committee Madden, and Director of Budget Lord was also read. A special committee was appointed to go to Washington to press the matter. David Walker of Morimura Brothers presided.

Cox & Co. Acquire Two New Glassware Lines

Cox & Company, manufacturers' agents, 120 Fifth Ave., have recently acquired the representation of the lines of the Lewis County Cut Glass Co. and the Weston Glass Co., both factories being located in Weston, W. Va. These well known manufacturers make a general line of blown ware and also specialties for the cutting trade. Cox & Co. have been appointed exclusive representatives for both lines throughout the entire Eastern territory, including Pittsburgh.

Late Newspaper Strike Lowered Sales Volume

An echo of the recent newspaper pressmen's strike in this city was heard yesterday when the credit manager for one of the city's leading department stores said that it had been responsible for the first comparative loss in monthly charge business that the store had sustained in five years. "Business was good in August," he said, "and our total charges liberally exceeded those of last August. September, however, fell several thousand dollars below the total for the same month in 1922. October, to date, is much ahead of last October. The gain in October business makes me certain that the September loss was due to the disruption of advertising by the strike. Had October business also showed a loss to date, I would attribute the September decline to decreased purchasing power on the part of the public. But, while sales have been large this month, collections have been slow. This condition, I understand, is general."

Window Display Contest for Metropolitan Stores

Under the auspices of the Advertising Club, of New York, a window display contest with 27 prizes for the best window displays exhibited in the Metropolitan-New York district will be inaugurated during the week of November 5th. The object of the contest is to develop a new method, one that will bring out the relationship between the window display and other forms of advertising appearing simultaneously. Awards will be made to the 27

contestants whose displays in the opinion of the judges most nearly approximate the following standards: artistic arrangement, merchandising value, advertising hook up and timeliness. The contest is open to every business firm having street window display space in the Metropolitan district, within a fifty-mile radius of Manhattan and this includes retail merchants, manufacturers, wholesalers, service organizations. Circulars giving full information as to entries may be obtained from Arthur Freeman, chairman of the contest committee, at the Advertising Club, 47 W. 25th Street.

The prizes are arranged as follows: First prize, $100, second and third prizes, $50; four at $25 and 20 at $10 each. The judges will comprise two merchants, two manufacturers, two advertising men, two art authorities and two window display experts. All window displays will be submitted to the judges by photographs. The award of prizes will be made at the Advertising Exposition, to be held under the Club's auspices at the 71st Regiment Armory.

Buyers in New York

October 18th, 1923.

J. L. Haines, china, glassware and housefurnishings, J. R. White Co., Augusta, Ga., 23 East 26th St. (W. T. Knott).

Miss G. Schuneman, gifts and lamp shades, LaSalle & Koch, Toledo, O., 225 5th Ave. (Retail Research Assn.).

October 19th, 1923.

P. L. Beck, toys, Amer. Wholesale Corp., Baltimore, Md., 354 4th Ave.

A. A. Breton, housefurnishings and toys, Shartenberg & Robinson, New Haven, Conn., 315 4th Ave.

G. W. Hoos, housefurnishings, glassware and crockery, John Hoos Co., Baltimore, Md., Pennsylvania.

October 20th, 1923

H. P. Fabricus, toys, Fabricus Toy & Notion Co., St. Louis, Mo., Pennsylvania

Miss A. Horbach, gifts, Lansburgh & Bro., St. Louis, Mo., 115 West 30th St. (Weill & Hartmann).

October 22nd, 1923

A. St. Lous, china, cut glass, kitchen furnishings and toys, James Edgar Co., Brockton, Mass., McAlpin.

S. H. Rothschild, glass boudoir lamp shades, Bry-Bloch Merc. Co., Memphis, Tenn., 1372 Broadway (Affiliated Stores).

D. W. Gray, gifts, Herzfeld-Phillipson Co., Milwaukee, Wisc., 1164 Broadway (Fellows Buying Corp.).

R. L. Mims, housefurnishings and toys, Monnig D. G. Co., Fort Worth, Texas, 72 Leonard St.

October 23rd, 1923

C. F. Geyer, representing J. N. Adam Co., Buffalo, N. Y., 16 West 39th Street

Miss M. Henry, gifts, A. Herz, Terre Haute, Ind., 120 West 32nd St. (A. Tantl).

J. E. White, housefurnishings, White Bros., Waynesboro, Va., Latham.

October 24th, 1923

R. Evans, china and housefurnishings, J. N. Adam Co., Buffalo, N. Y., 16 West 39th Street.

G. G. Thibedeau, housefurnishings and toys, New Bedford D. G. Co., New Bedford, Mass., 315 4th Ave. (D. G. Alliance).

Nugent Store to Build New Home

The B. Nugent & Bros. Dry Goods Co., St. Louis, Mo., will commence building operations on a new building shortly after January 1. The new building will have a frontage of 376 ft. and a depth ranging from 160 ft. to 275 ft. One side of the building will be seven stories high, while the other will be eight stories. The entire building will contain 732,000 sq. ft. of floor space.

There will be many service innovations incorporated, among which will be a public auditorium, a restaurant, telegraph office, railroad office, post office and a roof garden. The employees' section will contain a library, gymnasium, dining rooms and shower baths. There will be recreation rooms for children, and he auditorium will have a large pipe organ. The new building will contain thirty elevators, several escalators, a telephone credit system, an elaborate tube system, and many other devices that will add to giving better service.

Mercer Pottery to Enlarge Its Representation

Now that the big addition to the dinnerware decorating department of the Mercer Pottery Co., Trenton, N. J., has been completed it is the intention of the company to establish agencies for the distribution of their wares in territories west of the Mississippi.

Business Briefs

P. L. Gainsforth, Dodson, Mont., has sold his general merchandise store to The Little Rockies Mercantile Co.

The Warsaw Cut Glass Co., Warsaw, Ind., has changed the firm name to the Johnson-Carlson Cut Glass Co.

Belden & Hinch Inc., has organized the Company Store, Danforth, Me., with a capital of $10,000, to conduct a general store business. Directors include, Stanley J. Hinch, president; H. B. Belden, treasurer; and Alfred G. Chambers, all of Danforth, Me.

Carmel J. Sicilian has opened the Modern Novelty Shop at 210 E. Main St., Amsterdam, N. Y.

G. J. Pigott, Margaret, Pa., has sold his general store to Howard L. Shriver.

Mrs. Jane Carroll has been appointed head of the newly organized Department of Home Economics of the Apex Electrical Distributing Co., Cleveland, Ohio. Mrs. Carroll has been a teacher of this subject for many years and has also done considerable writing on the subject.

The Alms & Doepke Co., Cincinnati, Ohio, is effecting numerous alterations to its building. Several departments will be moved and a battery of six new elevators will be installed. A new front will also be installed and several balconies will be removed.

C. A. Britton has been appointed merchandise and sales promotion manager of the Maison Blanche Co., New Orleans La. He formerly was with the Fair, Chicago, Ill.



WHAT THE POTTERIES ARE DOING



BUYERS who have been visiting the East Liverpool district within the last three weeks, have made it plain that they are chiefly interested in placing business for first quarter delivery in 1924, rather than in getting merchandise for current year shipment. The trade is rather free in admitting that it is impossible to place orders now for shipment this year, and that the activity of the potteries is assured for many months to come.

As a matter of fact the majority of the visiting trade have been anticipating their first quarter requirements on open stock patterns, but at the same time they are not overlooking the opportunity to place business for special sales merchandise, especially for January.

The situation in the domestic pottery industry today is, as has been pointed out from time to time in the JOURNAL, that the buyer who failed to anticipate his stock far in advance, would be caught short at the very time trade was at its height, and merchandise in urgent need. There is no denying the fact that generalware plants have been flooded with orders since the end of the strike. December last, when every plant was practically "cleaned out" of all saleable merchandise. And since then, the manufacturers have never caught up. Where 1924 open stock patterns are displayed in local sample rooms, the buyers who have been here of late, have specified the new offerings for 1924 delivery. Not all of the new patterns have been offered the trade, and many will not be shown until December. Salesmen who have recently closed their fall trips carried some of these patterns, and that they have sold well is generally admitted.

The fire last week at the plant of the Thompson Pottery Co., caused no inconvenience to the manufacturing and shipping departments. The blaze was confined in the main to the straw shed at the east end of the plant. The firm has another straw warehouse at the west end of the plant and near the new office building, where a large reserve supply is maintained. Shipments from this plant, therefore, are continuing as usual.

Of late pottery manufacturers in this district have had more or less inconvenience to contend with on the part of kilndrawers, some crews, it being contended, "throwing kilns," thereby holding up production. It has been pointed out that some of these crews, instead of drawing kilns on Saturday, set up the claim that the "kiln is too hot" and that "we'll draw it Sunday," all of which means that the kilndrawers are after extra time allowance for Sunday work. There is not an over abundance of kilndrawers in the district, and of course the manufacturers for the time being have their hands tied. Such actions, as a matter of fact hold up ware from reaching either the bisque or glost warehouses, yet the urgent need for ware is known to every employe.

The new seven kiln plant of the W. S. George Pottery Co., at East Palestine, O., is now under roof, and it possibly the shop will be in production before the year end. Equipment has been ordered, and it is being installed as rapidly as it is received. Construction work on this new shop is now confined to the interior, and weather conditions will not retard progress.

Local manufacturers continue to receive letters from factory representatives inquiring whether or not this or that particular line of dinner ware is represented in their district. This would indicate that the different manufacturers agents are being flooded with requests for ware, and are unable to supply the demand. Judging from present indications, few lines will change representatives in January, if any, and that concerns seeking factory representation will find it rather hard to form new connections.

"The demand for American vitreous china for hotel and restaurant purposes is growing rapidly," declared F. I. Simmers, when he returned here last week from the Restaurant Owners Convention at Cincinnati. The line of the Hall China Co., was the only factory line displayed during the two weeks gathering.

Throughout the last few months there has been an active demand for salad assortments, so local manufacturers point out. Within the last few years the local lines have been in exceptionally heavy request, and shipments have been brisk throughout the season, not only to department stores, but to the jobbing interests as well.

D. E. McNicol, head of the pottery firm of that name was a visitor at the Clarksburg, W. Va., plant during the last week.

From present indications it seems that manufacturers in the East Liverpool district show their lines at the Pittsburgh Exposition in January, other than those firms who have been accustomed to display those. That no additions to the list will be made, seems certain. However, the manufacturers are happily identified with the Pittsburgh show, and are lending every effort to make it as successful as possible.

"We have not set any date for a fall meeting of the Pot-

ers' Association, and it may be agreed that a special meeting be dispensed with this year, and the business go over until the regular annual meeting," declared T. A. McNichol, chairman of the executive committee of the United States Potters' Association this week. It was proposed to call a special gathering following the opening of the new headquarters of the Association here, but now other plans are in the making.

F. I. Simmers, in charge of sales for the Hall China Co., returned to the district from Cincinnati and Louisville, Tuesday morning, and then arranged to start on another trip Wednesday night. In Cincinnati he displayed the line of this firm during the Restaurant Owners Association' convention.

L. J. Gasper, with the Wannamaker store, New York and L. F. Gilman, with the Philadelphia store, spent the early part of the week in the East Liverpool district, then a day in the Pittsburgh glass market.

H. K. Connors, who has been making a trip over the eastern territory for the Carrollton Pottery Co., of Carrollton, O., has returned to his home here.

Morris Seigel, a manufacturer's agent, located at Los Angeles, Cal., spent the week in the local district.

Samuel Natkin, manager of the china and glass department of the Mandle Bros., store, Chicago., Ill., accompanied by his assistant, Miss Bell, was in the local Pittsburgh glass market this week.

Homer Knowles Named Trustee

The long controversy regarding the appointment of a trustee in the estate of the Homer Knowles Pottery Company of Santa Clara, recently adjudged bankrupt, came to an end when Homer Knowles was officially appointed trustee of this estate by George W. Waldorf, referee in bankruptcy, at a hearing in his office in the Growers' bank building. Bonds were fixed at $50,000 and examination of the bankrupt continued to October 27 at 10 a. m.

Waldorf stated that his decision was based upon the fact that the appointment of Homer Knowles had been favored by the great majority of creditors and by San those attorneys handling claims against the estate.

This action was the result of several meetings, one being held in the Chamber of Commerce building here on September 27 and attended by about 200 creditors, and another being held October 4 at the office of George W. Waldorf. Upon both occasions, Martin Stevens of San Francisco, attorney for some of the creditors, objected to the appointment of Knowles on the ground that he was not a disinterested party but a stockholder and former director of the company, inefficient in his management of the pottery, and that he desired to retain the pottery for himself. Knowles was represented by Charles F. Hanlon of San Francisco.

It has been the contention of Homer Knowles, both at the meeting on September 27 and the one held on October 4, that the company can, if given a little time, liquidate its obligations amounting to about $60,000, dollar for dollar.

Valued at $270,000

The plant, which is located at Santa Clara, and is said to be one of the most modern and efficiently planned in the United States, was begun in April, 1921, and is valued at nearly $270,000. Employing about 40 people with three kilns in operation, it is declared that 110 will be employed as soon as the contemplated erection of two more kilns is completed which will constitute a yearly payroll of $165,000. There are 1143 tons of clay on the grounds. Knowles states the yearly production will be $440,000 per year and that California alone during the last year has consumed over $2,250,000 worth of crockery and the Pacific coast in excess of $4,000,000.

"Arrangements are being made in San Francisco to finance the pottery and pay the creditors in full," stated Homer Knowles. "I estimate that all the creditors of the company will be paid 100 cents on the dollar and that the pottery will be going in full swing by the first of the year."

Supplies Coast Demand

The erection of the Homer Knowles pottery in Santa Clara was for the purpose of supplying the demand on the Pacific coast previously supplied by shipments from East Liverpool, Ohio. With a plant on this coast a saving of 45 cents for every dozen plates, or 4 cents for every plate, is achieved for freight charges to San Francisco alone, it is stated.

Over 30 sites were inspected for teh building of the plant and the Santa Clara valley was chosen as ideal from the standpoint of climatic conditions, freight on raw materials, cost of fuel oil, and proximity to largest distribution centers.

A British Potter's Notable Record

It is doubtful whether anyone can surpass the record Mr. M. J. Deacon, who attained his 70th birthday on Sept. 14, and is still working at his trade with Birks, Rawlins & Co., of The Vine Pottery, Stoke-on-Trent, where he has been employed for the last nine years, says the *Pottery Gazette*. He commenced work at Graingers' Worcester China factory, at the early age of twelve years, and remained there for 32 years. He was afterwards with Mr. Locke for 17 years, and then he migrated to Stoke-on-Trent. Mr. Deacon is greatly skilled in executing the beautiful pierced porcelain which has been so much admired at exhibitions abroad and also by Her Majesty the Queen at the British Industries Fair. He is still hale and active, but is said to regard his work now as a recreation. We trust that he may be spared many years and continue to add more pieces of his beautiful work to the world's treasures.



GLASS FACTORY ACTIVITIES



GLASS factories in the Wheeling, W. Va., district, anticipating a scarcity of coal during the coming winter are planning to use oil as a furnace and tank fuel. These manufacturers are of the opinion that possible strikes in the coal industry will cause serious curtailment in coal deliveries, and that it is better to have a fuel supply that can be depended upon than to have production suffer. Oil burners are now being installed in the plant of the Davies Glass plant at Martin's Ferry, and it is said that similar equipment is to be made use of by other manufacturers in the lower Ohio valley territory.

It is the intent of the manufacturers to operate their factories on a steady schedule, but the constant fear of strikes in the Belmont county coal fields, from which the Wheeling supply is obtained, has caused no small amount of worry on their part of late. Hence the change to the oil burning system.

From all glass factories, holiday merchandise is now being forwarded. The shipping season is at its height in this respect. While some small buying is being done for current quarter delivery, the bulk of the merchandise wanted for holiday stock is now in the making and in process of delivery. Not a small amount of this stock has already gone forward. The buyers who have come into the market of late from the East Liverpool pottery district have been interested more directly in merchandise for first quarter sales in 1924. Some rather liberal specifications have been placed for this character of special sales stocks, and shipping will be made during December.

"We have had some small inquiry for holiday goods, but it is a little too early to expect any demand for such goods," declared L. F. Gilman, buyer for the Wanamaker store, Philadelphia, Pa., when in the district a few days ago. "We're pretty well protected on all of our lines, and from all we can observe at this time, we can count on a heavier holiday trade than we experienced last year. Industrial activity in the Philadelphia district has been active and steady, and this means people will be in a mood to buy goods throughout all of the holiday season."

Brick construction for the new plant of the New Cumberland (W. Va.) Glass Co., is now story high, and it is very likely that the new shop will be under roof within the next six weeks. The new plant will be larger than the one destroyed by fire several months ago, and when in operation, a greater variety of lines will be featured.

Glass manufacturers will be interested in learning that enlargements are proposed at the plant of the Grotz Mould & Machine plant at Wellsburg, W. Va. The compa has a rather large clientele among manufacturers, who ha their moulds made at Wellsburg.

The Hazel-Atlas Glass Co., of Wheeling, W. Va., h awarded the contract for the erection of new buildings its plant at Blackwell, Okla., which will include a war house, 100 by 180 feet and a steel power house.

An application has been filed in the courts at Warsa Ind., by the Warsaw Cut Glass Co. to change the nar of the corporation to that of the Johnson-Carlson C Glass Co. The company is headed by Arvid T. Johnson.

Lighting fixture and lighting glassware dealers in t immediate Pittsburgh district have been interested with the last fortnight in getting shipments from the factori These dealers have said that local demand not only f lighting glassware but for portables and other lighting e fects is greater this season than has been the usual cu tom at this time of year.

Judging from the demand for light blown and ste ware this fall, distributors are anticipating a rather hea retail sale. In fact this line has been quite active throu out the year, and of late it has taken the place of the hea cut line, which some few years ago was so popular. The factories featuring the light blown lines have been operat to capacity production practically all year, and the dema is still active.

According to those in charge of export departments glass factories in the Western Pennsylvania and West V ginia districts, foreign trade is holding up well. Engla is taking a very fair volume of this class of merchand although Cuba, Mexico and Latin-American countries e buying in no small quantities. Several factories in thi territory have representatives in those sections, and ne American lines do appear to be in heavier export dema now than for some years.

Harvey Strong, general manager of the Toronto, plant of Gill Bros., was the principal speaker before ne Kiwanis Club of Toronto a few days ago. "No one kno when it was really discovered that soda and sand wo make glass," Mr. String informed his hearers. Capa of the Toronto plant of this company is to be increa as soon as the addition to the factory now being ere is completed.

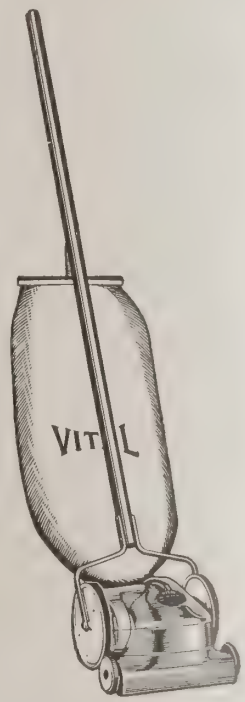
In the Household Utility Aisle

Some Practical Aids for Easier and Better Housekeeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives

By Beatrice Miller Wisner

Non-Electric Cleaner a "Vital" Necessity

Every careful housewife is anxious to guard against ust and uncleanly floors, carpets, rugs, etc., and is on he outlook for a sweeper which will save time and money nd keep up the standard of sanitation in the home. A very practical Non-Electric Automatic Cleaner is put ut by the Vital Manufacturing Co., Cleveland, O., which s pictured herewith. This trustworthy machine is made argely of aluminum castings with a et of gears that drive a large fan reating a maximum suction. The "Vital" brush is built on the most cientific principles and will pick up asily and quickly any hair, lint, hread or any foreign particles that hay collect on the floor or floor overing. It is only necessary to uide the sweeper gently over the loor, and it can be operated at any unning speed. It starts instantly nd will clean everything. The Dust Bag is air tight. It costs nothing or up-keep or operation. It is good ooking, and its light weight, easy ction and economical price comnend it to every thrifty housewife. This machine has been endorsed by Good Housekeeping Institute and is n unrivaled Non-Electric cleaner. The Vital Manufacturing Company re pioneers in the non-electric leaner business and have accomplished in their "Vital" long felt need for a cleaner which will effectually do the ork with no running cost or bother with electric conections, therefore, the "Vital" is a most desirable utility n every home where the watchword is "Economy."

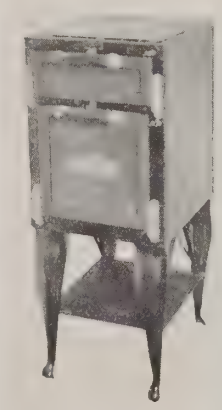


New Model "Walker" Dishwasher

One of the most irksome tasks in household duties is he dishwashing problem and it has taken much thought n the part of mechanics and manufacturers to produce machine which will embody the necessary features and t the same time not take up much space in the modern partment or house. The Walker Dishwasher Corporaon, Syracuse, N. Y., has just brought out a new model hich is styled the "Walker" electric dishwasher, Model)-7, and this machine promises to do all it claims. The Walker" is built of heavy copper enameled on the exerior a shade off white. It is designed to be used in itchens or other places where it would be inconvenient to attach a dishwasher permanently to plumbing fittings: The machine is mounted on casters, thus enabling it to be easily moved up to the sink for operation. It is filled by means of a rubber hose which is attached to the faucet and is emptied by means of a small electric pump which forces the dirty water up and through a swinging iron into the sink. This machine is similar to the concern's Model D-6, embodying every feature for practicability and efficiency. The Company will gladly furnish any further information concerning this excellent new Electric Dishwasher upon request.

Efficient Kitchenette Range

With rents sky high and still soaring higher, home seekers have of necessity been obliged to accommodate themselves to smaller quarters. Economy of space is the first and all important question with the small apartment, bungolow or summer cottage, and in the selection of equipment it is wise to chose kitchen appliances which will fit in to the modest dimentions of the small home. Strowe & Company, 942 Prospect Ave., Cleveland, O., are sole selling agents of Cook's Kitchenette Range, illustrated, which is especially designed to fit the limited space of any room. This efficient little cooker is 17 in. x 21 in. x 39 in. with oven 10 in. x 10 in. x 14 in., broiler 9 in. x 14 in. x 5 in. and Grid 9 in. x 14 in. The Oven element is made with Cook's Famous Soapstone Insulation, and heats on all four sides at once. It will roast a 15 lb. turkey and bake four loaves of bread.



The Grid and Broiler is Cook's radiant type with polished aluminum top, excellent for griddle cakes and for frying and broiling. The Broiler takes a full-sized sirloin steak; broiling, frying and boiling with only one element working. This low priced kitchenette range does all the work of an ordinary range and is economical, operated from a base plug on any home lighting circuit. It will cook fresh meats and vegetables without using water as there is no evaporation. When the heat is discontinued after heating the oven, it becomes in reality a fireless cooker. This desirable little range is attractively finished in Gray Enamel and is an ornament as well as an up-to-date range, a most dependable addition to the well regulated home. For fuller information concerning The Cook Electric Kitchenette Range, write to the above company.



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A new and distinctive underglaze print
"LAUREL"
Printed in bright green under our rich hard glaze.

Every hotel supply house should have at least a sample line of this decoration which is selling wherever it is shown.

Write for samples which we will gladly supply free of charge.

CHICAGO OFFICE: ROOM 408, GARLAND BUILDING, A. G. HALLGREN, REPRESENTATIVE

MERCER POTTERY COMPANY, Trenton, N. J.

NEW MARTINSVILLE
No. 190-0 Molasses Jug, Cover and Plate

A NEW ITEM and one of the largest sellers. Supplied in numerous attractive cuttings. Can be used as a sanitary molasses or cream jug. Easily washed. Suitable for the finest table.



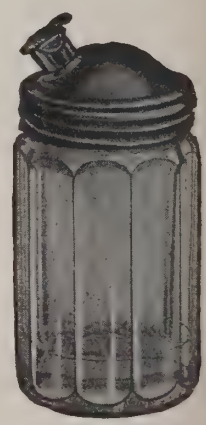
THE NEW MARTINSVILLE GLASS MFG. CO.
NEW MARTINSVILLE, W. VA.

HERE IT IS!

We know you want our individual, economical

Sanitary Sugar Bowls

In 3 Sizes



for tray and cafeteria service but perhaps you did not know where to buy them. We will fill your orders direct, and without delay.

We guarantee these bowls as represented

Write for Catalog and Prices

The Sanitary Sugar Bowl Co.

Successors to Schoenheit and Pierce

Manufacturers

6230 Penn Ave., Pittsburgh, U. S. A.

The Men Behind Export Sales

(Continued from page 19)

vell equipped to cover the market. But that Europeans, ur great competitors, should participate to such a large xtent in the distribution of American goods is much less atisfactory.

It has been difficult, however, to find Americans willing o act as managers for oversea branches. In the past mericans have shown a disinclination to accept perma- ent posts in Latin America, and as a result comparatively ew obtained the intimate knowledge of local conditions nd local buyers that is usually required of resident execu- ves. Salaries and exchange are two additional factors hat have entered the equation. Americans qualified to ct as branch managers have been demanding more money han Europeans and the former ask for payment in dollars hereas the latter very frequently are paid in local cur- ency.

It is believed that Americans are gradually overcoming heir prejudice against foreign residence. Applications for oreign service with the bureau and with the Consular ervice are constantly becoming more numerous, and there as also been a noticeable improvement in the qualifica- ons of applicants. From all parts of Latin America come eports of larger American "colonies." Another encour- ging indication is the constantly increasing enrollment in oreign-service schools.

Any immediate transition from the present system to n all-American distribution system for American mer- handise is impossible, and would not be advisable if it ere possible, but it is extremely desirable to accelerate e movement—already started by some of our private in- itutions and Government services—to employ, train, and evelop Americans for selling American goods abroad.

Good Accounting Advice

Good advice as to collections is offered in a recent bul- tin of the Retail Merchants' Credit Bureau of Saginaw, ich., as follows:

"When a person runs an account of $12 and pays $10 ere is a balance left of $2. If they buy $12 more and y the same $10 the balance is $4. When you keep on ding this way it is what we call pyramiding an account. yramiding is one of the worst traps the credit-seeking ublic has to face. The person who pyramids an account ddenly realizes that the bill is so large he doesn't dare to y any more and he can't pay it all at once—so he goes another store and starts all over.

"Grocers, meat dealers and department stores suffer the ost from pyramided accounts. But every business man ns into it. There is only one way to stop it, and that is stop the pyramiding before it passes the second month. ook over your accounts every month and when you see e that is getting top-heavy because the payments are s than the new items charged, call it to the customer's ention.

"Tell him in a nice way that his account is getting too large to handle and you would consider it a favor if he would either pay more or charge less. Any honest customer will apreciate your warning him of the dangers of a pyramided account. The ones that kick about it don't deserve credit. You know by a man's position and salary how much he can afford to pay a week or month. If you give him more credit than he can stand, or allow him to pyramid, you are not only doing him an injustice but taking chances of losing the account.

"The pyramids belong in Egypt—not here."

Egyptian Pottery Industry

According to a recent report, clay found near Helouan is made into red bricks and tiles. Aswan clay, the only refractory clay to be found in Egypt, is made into fire-bricks, glazed pipes, etc., and a special clay at Kena is used for making porous native pottery. Siliceous sand, found near Cairo, is made into sandbricks in a factory on the spot. One important industrial concern, which is due to Italian enterprise, exploits the refractory and other kinds of clay, limestone, etc., available in the country for the manufacture on a large scale of all kinds of bricks, tiles, glazed pipes, sanitary ware, artistic and household earthenware, ceramics and pottery, laboratory appliances, hydraulic lime and cement, plaster, etc, Staffordshire pottery is also produced at this factory, under English supervision, of so good a quality that the head of this concern contemplates holding exhibitions in Cairo and London.

Customs Booklet

The customs division of the foreign traffic department of the American Express Company has just issued a booklet containing information regarding customs procedure, shipping and insurance. This booklet, it is explained in the foreword, should not be regarded as an official production of the United States Custom Service. Its purpose is to give helpful suggestions and information concerning foreign shipping routine and the United States customs procedure. Importers may secure copies of this booklet on request.

Bunn Goes to Lowenstein & Bros.

Henry T. Bunn, who has served the Maison Blanche company for several years as vice-president and financial manager will become president of B. Lowenstein & Brothers, Inc., of Memphis.

The announcement was made Saturday by S. J. Shwartz president of Maison Blanche. Mr. Bunn is leaving Sunday to take charge of the Memphis store which is owned and controlled by the Maison Blanche interests.

Mr. Bunn will control construction of the $2,500,000 building now underway on the site of the old Peabody Hotel, and will also act as the Maison Blanche interests representative on the board of directors of the new Peabody Hotel Company.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

A BIG attendance is expected at the special meeting of the Chicago Glass, Pottery, Lamp and Housefurnishings Association to be held at the Hamilton Club on Thursday of this week. A special program of entertainment has been arranged, and all buyers from Chicago or elsewhere, who happen to be in the city, have been invited to be the guests of the association at this luncheon and meeting. Full plans have just been arranged for the Fourth Chicago Show and these will be announced in detail at the Thursday meeting. Two hundred rooms have been contracted for by the association at the Congress Hotel for one week, Feb. 3 to 9. The Fourth Chicago show will be concentrated in one week, instead of being spread over a period of two weeks as heretofore.

Lighting fixture business, for both glass and metal types continues active in the middlewest. Chicago, especially, shows a firm status in regard to new building. While eastern states lost 14 per cent in September in building volume as compared with September a year ago, Chicago showed a gain of 3 per cent over the same month last year. Of course, there has been the season decline from August to September the country over. Dealers and contractors in lighting equipment, claim that 1923 has been their biggest year. Popularity of the decentralized lighting arrangements for homes is daily growing. The use of more floor and table lamps, electric candles and wall pocket lights in great variety, to replace the one central lighting unit for a room is now the accepted idea in modern buildings.

Burley & Co., exclusive retailers in china, glassware and lamps, last week announced in newspaper advertisements the "First Showing of a New and Effective Theresienthal Crystal." Illustrating and describing the merchandise as follows: The charm of the new table crystal is largely due to its graceful height and distinct separation of the bowl and the stem by three richly colored "drops" of blue crystal. The Goblets sold at $18.50 per dozen.

One of the newest glassware novelties on the market, and a splendid number for holiday trade is a new nut bowl now being placed on the market for the first time by Carson, Pirie Scott & Co., wholesale. The bowl comes in smart royal or blue black clear glass, with a patented nickel nut cracker fastened in the center of the bowl.

The Goldstein Furniture Co., 5928 S. Halsted St., ha secured additional capital with which they plan to buil a 50-foot frontage addition to their present store. Th cost of the improvements are estimated at $125,000 an this addition will give the store the largest furniture sales room in the busy "Halsted-Sixty-third district." Thre floors of 12,000 square feet each will be added. Chin and housefurnishings are also sold at this store.

Samuels Bros. Furniture & Carpet Co. has been incor porated to do a general retail business in furniture, hard ware, housefurnishings, china and glassware. The stor is located at 3840 S. State St., and the capital of the com pany is $31,500. Those interested are L. C. Samuels an J. C. Caputo.

Earl W. Newton and Associates, manufacturers repre sentatives, 9 N. Wabash Ave., are showing interesting ne samples from the Owen China Co., Minerva, Ohia. Th samples include a new line of tea and dinner sets deco rated in mottled effect and carrying out the "corrugated idea so successfully produced on some imported ware

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"Pete" Rinkin, buyer of china, glass and lamps for th Boston Store, has been confined to his home for a wee due to an attack of La Grippe.

Edwin B. Pike, who together with Joseph Sable, pres dent of the Phoenix Light Co., organized the Classiqu Lamp Studios in Milwaukee more than three years ag has tendered his resignation as manager of that compan effective November 1. Mr. Pike writes the Journal a follows: I am tendering my resignation with much re gret, for the Classique Lamp Studios, organized by my self and Mr. Sable, about three years ago, have not on outgrown one factory and moved into larger quarter but Classique lamps have been merchandised from coa to coast, in Canada, Cuba and even in England. I a now obliged to take an active part in the firm of Schif Pike-Schiff, San Francisco, which I formed several yea ago.

W. C. Owen, manufacturers representative, Sho Building, is featuring package assortment of colored glas ware—vases, nite sets, candy, jars, etc. These are attra tively boxed especially for the Christmas trade, and a priced to retail between $1 and $1.75.

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

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Buyers are urged to inspect these lines

HELM & SOUKUP
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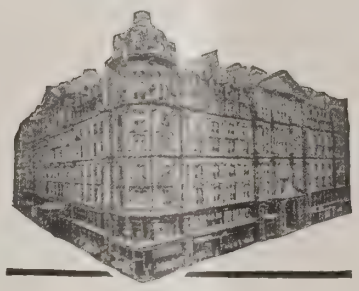
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Kurtz Co. Opens Young & McCombs Store

Opening of department store of the C. F. Kurtz company in the Best building, Rock Island, Ill., took plac last week.

This company has taken over the stock of the Youn & McCombs Co. and is closing it out preparatory to re placing it along lines planned by Mr. Kurtz, who cam here from Dubuque and bought the controlling interest o a company formed here to conduct a department store

Although this store had been continued in busines under the Young & McCombs name, it had passed tw or three years ago into hands of persons in control o L. S. McCabe & Co.

About two months ago the new enterprise was announced, and time since then has been occupied in takin the inventory and making the appraisal upon which th transfer was based.

Announcement has been made by Mr. Kurtz that Paul Brandenburg, who was manager of the department o men's furnishing of the McCabe store many years, wil have charge of a similar department in the new store. Hickey & Priester, who have been engaged in the shoe business in Rock Island many years, will have that department.

Mr. Kurtz has announced that the store will not be closed after the clearance sale, but that business will be continued while the new stock is being placed.

Fair Store Expanding

The Fair, one of Chicago's large popular priced department stores, is conducting an education and institutional advertising campaign in the Chicago newspapers Full page advertisements tell of the policy of the house its ambitions and accomplishments. The occasion for th advertisements of this nature, which do not mention an specific merchandise, is the expansion program launche by the store. Four more stories are now being added t the building, which will give the Fair better facilities fo carrying larger stocks and increasing trade.

Purchasing Power of $1 Now 64 Cents

Prof. Irving Fisher, of Yale University, has announce that last week's prices averaged 156 per cent of the pre war level. The purchasing power of the dollar was 6 3-10 pre-war cents.

Farmer's Dollar Beats City Man's

Farm prices are rising throughout the United State Prices of commodities which the farmer buys are fall ing. The farmer's pocketbook is being fattened by thi process, it would appear from data collected officially b the United States Government.

According to a nationwide investigation by the De partment of Agriculture, prices received by farmers fo their products have risen more than twenty per cent. in th last twelve months.

The Agriculture Department each month computes th relative purchasing power of the farmer's dollar throug

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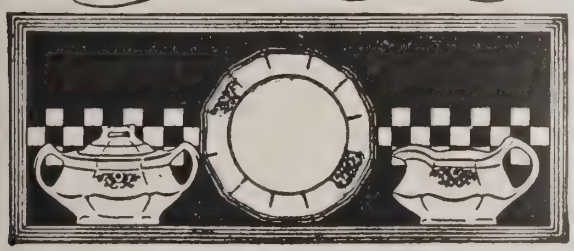
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12 Centimeters (1250 per Case)
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For
BULBS SEEDS PLANTS SUNDRIES

comparison of prices of farm products and manufactured goods.

The purchasing power of the farmer's dollar in May was 71 per cent. of its pre-war purchasing power. Computations for more recent months are not completed. The official data, however, shows that the purchasing power of the farmer's dollar rose steadily from January to May. In January it was 63 per cent. of its pre-war value; in February, 69 per cent.; in March, 69 per cent.; April, 70 per cent., and May, 71 per cent.

The present purchasing power of the dollar of the resident of the city is 68 per cent. of its pre-war power and is thus seen to be worth less than the dollar of the farmer.

For virtually all principal crops the farmer now is receiving more than in 1913, according to investigations by the Agriculture Department.

Japan Relief Reaches Big Total

The American Red Cross Japan Relief Committee, through Dwight D. Morrow, chairman, reported October 24 a tentative total for New York City of $2,820,000. The city's quota, assigned by the Red Cross, was $1,900,000. One of the latest contributions was $500 from the Canadian Club of New York. The committee reported also the raising of the city's total contribution entailed an expenditure of $5,000, or less than two mills for each dollar.

New York Directory

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MOGI, MOMONOI & CO., *105-107 East 164th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

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Colored and Iridescent Glassware.

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Fine blown tumblers and stemware.

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UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
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Crockery and Glass Journal

The Representative Paper of the Industry
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CROCKERY, GLASS, HOUSE FURNISHINGS
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DOLLS AND TOYS
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AS THE EDITOR SEES IT

PREPARE NOW FOR THE HOLIDAY RUSH

DO not wait until the Christmas rush begins to plan how to handle the big shopping crowds which jam your store. Begin now and think over the lessons learned last year, for every Christmas teaches its lesson to every retail store. Your particular store may be numbered among the many who lost much business because of inadequate arrangement of cross aisles, or perhaps sales were made physically impossible by faulty door service. Anyone who has ever done any Christmas shopping has found when trying to gain an entrance in some stores, a solid jam of people. And finding this crowd, many purchasers are turned back to find another store not so difficult to enter. Despite the good of publicity campaigns to instruct the public to buy early, there will be many things which must be purchased at the eleventh hour.

THE stores in the biggest cities always plan well ahead everything which will facilitate the service of the holiday crowds and one of the management staff is usually appointed to work out the details. One of the most important details is to keep the elevators running so that the crowds will be kept moving. This may be done by running one battery of elevators as an express to the toy department, restaurant and stop floor. Well-informed starters, who can qualify as possessing good judgment, will also prove of great assistance. In many stores it is very difficult to eliminate congestion at the main entrance. Especially do customers lose time when boys are stationed at revolving doors. It is best to open doors wherever possible and station men, not boys, at the entrances.

A JAM at the toy department is very likely impossible to altogether avoid, but customers can only be handled satisfactorily by employing extra salespeople who are experirenced. Inexperienced salespeople cannot be expected to sell at the high speed demanded to serve holiday shoppers. Plenty of time should be allowed for emergency orders on merchandise and guesswork should be eliminated altogether. We recently were interested in looking over a memorandum book kept by a store manager. This book was given the title of "Things to Do", and in it were written down whenever it occurred, notes of suggestions for the hundred-and-one things which might improve the layout and more efficient management and service of the store. We would strongly advise every manager and storeowner to write down these odds and ends of information, while thinking about it in a book where they be kept intact and read over at leisure. During the course of a year, everyone has learned many hints and kinks which if thus conveniently preserved, will prove of material assistance in planning out store betterments.

PREPARE the advertising schedule early and decide as to the amount of space to be used and write up the advertisements well in advance of the rush. Advertising is too full of great sales building possibilities to rush through with but little thought. Remember always that advertising space represents an opportunity to print the store's message in terms of merchandise, and it makes a very great difference in results, whether your ad space is well utilized, or simply filled with a motley collection of words and prices. As you display your merchandise to the greatest possible advantage in your store, follow this same attractive display in your advertisements—do not throw any and everything in your ad space, as so much junk.

THE head of a store must be constantly vigilant and while not every fault can be entirely avoided or remedied, this method of making notes to improve the store can be depended upon to constantly add new and desirable improvements, without great effort. And it is a method which the owners of small stores can use to equally good advantage with the largest department stores.

This Price Maintenance Question

A Few Reasons Why the Manufacturer Should Be Interested in His Product After It Leaves the Factory

WHILE a great deal, both pro and con, has been written on the subject of price maintenance, the subject continues to be one of the most vexing problems which have confronted business and trade. There are, of course, favorable things to be said on both sides of the controversy and the following contribution, reflects one manufacturer's viewpoint. That which follows is quoted in part from an address by William H. Ingersoll, before the Chicago Association of Commerce, October 18:

Price maintenance from the viewpoint of the opponents of price maintenance is the power that manufacturers, malevolent culprits, wants to exercise over goods in the hands of other people to whom they have sold them and from whom they have received their pay for the goods.

The question of fixing the resale price by manufacturers is getting too be an issue for the welfare of those specialties which are standard articles and which are sold throughout the country under a given name or brand mark and on which, unless there is some ability to control the resale price, there is a great disruption of distribution after it has been created.

Now, the question has always been a baffling one. We have had a great many retail advertisers who maintain that when they buy goods and they belong to them they do not want anyone to put any restrictions on the price at which they are to sell them.

Of course one argument of the retailer used to be the lower you sell them the more will be sold. I tested out that theory in Philadelphia one time. Somebody started to cut the prices on watches, and instead of rushing in and trying to stop it or do anything about it, I just simply let it go, and we found out that first one dealer cut and then somebody across the street, seeing that the price was reduced, would either take his goods out of the window, quit selling them, or he would meet the price and sell out and not restock, because he could not make any money, and the first thing we knew the business had dropped about 30 per cent of what it had been previously in and around Philadelphia.

Gradually there was a settling down. First it was found in the court of last resort, the Supreme Court, that the copyright did not give the manufacturer the power to do this thing. Then it was finally, in 1912, decreed in the Sanatogen case, a very famous case among the lawyers, that even with a patented article they did not have any right to hold that it was an infringement of the patent to cut the price. That was really when a great many of us commenced to think about this thing, because the courts decreed that after the manufacturer had sold his article and the title had passed and he had got his money and he did not own the thing any longer, th fellow who bought it could do what he pleased with i sell it at any price or give it away if he wanted to. The used the phrase that the manufacturer had no interest i the thing after he had sold it.

The decision went to all commodities, whether the were trade-marked or identified or advertised products o not, they were all thrown into the same category as bul nondescript commodities, such as potatoes or wheat o nails or anything which does not go by any particula producer's name. Those of us who were experienced i this price-cutting thing that I have just told you abo found that we did have a continuing interest in our prod uct after we had sold it, even though the title had passe and we had got our money. The man who bought it ha a great power to injure us, and we found that if a ma cut the price on one side of the street to all intents h walked into his neighbor's store and cut the price also because the thing was identified, it was known by th trade-mark, and the man on the one side of the stree could not get any more for it than the man on the oth side of the street.

But the court said that they were all of one class an that the manufacturer had no continuing interest, an there is where I began to try to find out just what wa the condition. I was quite satisfied that there was some thing. I was quite satisfied among other things that th members of the Supreme Court had never gone out sel ing goods to retailers, and that if they had gone aroun trying to get orders from dealers for some merchandis and had it said to them, "Well, go and create a deman when you advertise it we will put it in," and so fort they would have realized that there was a continuing i terest and that the retailer did not exactly own those goo in the sense of an ultimate buyer who bought them f consumption.

So the point that I am making is this: isn't it time for u as advertising men, working in the upbuilding of trad marks and good-will, to agree and to bring the weight our influence, wherever it may be, to bear on this propo tion that the law should be revised so that the owner of trade-mark shall have the same control over his proper that the court says the retailer should have over his pro erty? Should not the manufacturer, if the trade-mark is be used, be allowed to make an agreement at the time sale that the price of resale shall be such and such if t name is to be used in the transaction?

Dealer Price Agreement Upheld

Personally, I have tested this out. I got up an agr ment, a license agreement based upon that theory a

placed it on every contract of sale and on every package and on every acknowledgment blank, acknowledging an order and so on, and the dealer signed an agreement that if he wanted to sell at any other price than the regular stipulated price, he should remove the name and the guarantee and the trade-mark, and it then became his to do whatever he pleased with it, or if he did not want to do that to send the goods back and we would send him blank goods instead. Try as I could in order to get a precedent, I never could get anybody to return the marked goods and take blank goods instead. I never could get them to do it, and the only case in which that was ever tried was in New Jersey, where a department store cut the price and we tested the agreement and in the lower court it was upheld. It was never appealed and never tried out finally, but the lower court seemed to observe the justice of the argument that I have just made to you and the fairness of the appeal, upheld the agreement and issued an injunction restraining the department store from continuing to cut prices.

I believe that advertising, when used properly, does permit of lower prices, that the manufacturer does set lower prices than the haphazard prices. I have lots of evidence of that. If left to dealers the prices average higher. There is an occasional cut, but they average higher. Any man will work on a lower margin of profit if there is a sure guarantee of profit than he will if it is a speculative profit. It is in the interest of the consumer, it is in the interest of the great bulk of legitimate dealers, it is in the interest of advertising as a whole and of manufacturers who put out advertised products.

September Retail Sales Increase

Sales of retailers increased during September, but the gain was less than is usual at this season of the year. The largest gain occurred in the sales of chain shoe stores and amounted to 34 per cent. Mail order sales increased 25 per cent in September, but this was slightly less than the average increase over August Sales of department stores and cigar stores were also larger than in August, but sales of candy stores, drug stores and grocery stores declined. This decline was partly due to the fact that there were only twenty-four working days in September. These opinions are derived from an analysis by the Federal Reserve Board.

Department store sales averaged 6 per cent more in September than a year ago and were larger in all districts except Kansas City and Dallas. The most important increases were reported from the Cleveland and San Francisco districts.

Merchandise stocks at reporting department stores increased about 8 per cent during September. This increase of stocks on shelves averaged twice as much in Eastern department stores as in stores located west of the Mississippi River. Stocks at the end of September were over 13 per cent greater than on September 30, 1922.

Collections during September continued at about the same rate as in August, whereas there is usually some improvement at this season of the year.

The Trade Outlook

The moderate gains in trade occurred during September, but there has been some slackening in a few important basic industries, says the *Mid-Month Review* of the Irving Bank-Columbia Trust Company. Although contrasting with earlier months of exceptionally intense activity, business generally during the fall bids fair to show a strong momentum. Just as there were predictions last winter that fall sales would be checked by high prices, so today assertions are often heard that trade next spring will be depressed if prices as high or higher than the present level should prevail. It is not surprising that caution and uncertainty are bred of such a situation. The fact that wages are in some instances near the 1920 peak, and that several advances have lately been obtained and others are strenuously sought for—this state of affairs has been used as an argument to prove that another period of depression must ensue. There is nothing in the general credit, money or banking situation which would support such an unfavorable forecast, although a slow and gradual decline in activity might well be expected after the turn of the year. A presidential election campaign usually exerts a somewhat disturbing influence upon business.

Trade Throughout West Good for Season

Business in practically all lines is good for this season. Steel mills have secured more orders in October than they did in September, although gains were small. Operating capacity has been slightly reduced and average prices are 20 cents per ton lower for the week and 30 cents under those of two weeks ago. The Illinois Steel Company, however, operates at 91½ per cent.

Japan is taking constructional material at a good rate and railroads are inquiring for 85,000 cars, six of the big systems being in the market. The Southern Pacific has bought twenty-five locomotives from the Baldwin and eighteen from the American Locomotive Company. The Union Pacific is after 13,500 cars and the New York Central, Pennsylvania, Atlantic Coast & Missouri, Kansas & Texas are all in the market for cars.

Many street railway companies are buying rails, and structural material is wanted in larger volume than is usual at this season. Movement of lumber from the mills is 50 to 100 per cent larger than last year.

Buying of coal is unsatisfactory and output in the Middle West is reduced by closing of many mines or by their operation only one to three days a week.

Traffic on the railroads for the month of October is estimated to show an increase of 6 per cent. The best showing is made by the Northwestern, St. Paul and Rock Island, the Northwestern gaining 11 per cent; St. Paul, 8; Rock Island, 10; and Illinois Central, 10. The Burlington decreased 2.

The main features were the losses in grain and coal and gains in lumber, miscellaneous and livestock, the latter breaking all records. Indications are that the traffic movement in the West has reached its high point for the year and officials are dubious as to prospects of any en-

largement in the next few months. Grain receipts at Primary markets are smaller, but livestock traffic continues unusually heavy, although showing a decrease for the week.

The West is well supplied with money and rates are 5½ to 6 per cent on collateral loans, with commercial paper 5 to 5½ per cent. The Federal Reserve Bank raised its ratio of reserve from 78.6 to 79.6 per cent.

Those in a position to know assert that the demand for price fixing of wheat and assistance for the farmer in the Northwest comes mainly from bankers who are loaded with farmers' paper and would like to have the Government help them out.

The real dirt farmer, it is said, is endeavoring to work out his own salvation and eventually will do so. Many farmers are, however, leaving the country and seeking work in towns because wheat raising has been unsatisfactory. Where yields of seven to ten bushels an acre are secured, it requires $1.25 to $1.64 a bushel for wheat to cover cost of production.

New Bavarian China Company Formed

A new joint-stock company has been established in Bavaria for the manufacture of china wares. The company, Porzellanfabrik Schloss Leupoldsdorf, A. G. in Leupoldsdorf, Bavaria, advises us that it holds new patents for the manufacture of an improved porcelain in a range of unique colorings. The superintendent of the company is L. Carlsruhe, Frankfort, and managers include Karl Bayer and Hans Heinl, both of Leupoldsdorf, Bavaria.

British Exports and Imports

The foreign trade in British products for the month of August, 1923, as compiled by the *Pottery Gazette* of England, are as follows:

EXPORT OF CHINA, EARTHENWARE AND GLASSWARE

	Month Ended Aug. 31 1922	1923
	cwt.	
POTTERY:		
To France	21,509	23,413
" U. S. A.	16,174	38,790
" Brazil	7,662	5,668
" Argentine Republic	17,891	34,985
" British South Africa	9,692	9,668
" British East Indies	37,410	28,756
" Australia	15,536	17,517
" New Zealand	6,714	6,311
" Canada	6,714	6,311
" Other Countries	122,447	165,047
Made up as follows:		
Porcelain, Chinaware, and Parian	1,720	1,734
General Earthenware, Semi-Porcelain and Majolica	70,404	88,633
Stoneware	4,784	3,034
GLASS:		
Illuminating	302	217
†Domestic and Fancy	1,482	1,620
Bottles and Jars.....gross	33,993	22,869

IMPORTS OF CHINA, EARTHENWARE AND GLASS

POTTERY:		
Porcelain, Chinaware and Parian	1,260	974
All other	25,070	49,157
GLASS:		
Illuminating	15,198	14,308
†Domestic and Fancy	32,749	39,438
Bottles and Jars.....gross	111,666	75,585

RE-EXPORTS OF CHINA, EARTHENWARE AND GLASS

POTTERY:		
Porcelain, Chinaware and Parian	15	11
All other sorts	300	700
GLASS:		
†Domestic and Fancy	256	385
Bottles and Jars.....gross	839	300

† Including cooking utensils, table glassware, ornamental glassware.

Coleman Lamp Co. to Build $75,000 Addition

The Coleman Lamp Co., Wichita, Kan., will build a four-story addition to its plant in the second block of North St. Francis next year, according to plans made by the officials of the company, it became known last week.

At the rear of the four-story addition will be a two-story section of which the lower story will be of the regulation height and used for factory purposes and the second floor will be twenty feet or more in height, with arched ceiling, which will be sixty feet wide and ninety feet long, will contain two large hand-ball courts, one for men and the other for women employees, with other apparatus for indoor athletics.

This will be the only one of its kind west of Chicago, it is believed by officials of the company.

The Coleman company has forged to the front in recent years as a company which promotes the welfare and comfort of its employes and the decision to build this addition is another step in the fulfillment of the program which has become a conspicuous example for welfare workers.

The new addition, which will add to the capacity of the plant, will be bult in order to accommodate the growing needs of the factory for more room to permit of the production, which has increased from year to year.

$500,000 Sales is Record Day in Gimbel's Towdeis Month

Founders' Day, which was staged by Gimbel Bros., New York, on Saturday, October 20, provided the biggest day's business in the firm's history, the sales for the day reaching $500,000. The entire month is being celebrated in the three Gimbel stores as the Eighty-first Anniversary of the concern, which was started in Vincennes, Ind.

For the occasion the store engaged about 2,000 extra salespeople, many of whom came in on days preceding the big day, for training. The store opened one-half hour earlier and closed one-half hour later than usual. From the time that the doors were opened until they were closed the scene resembled a Christmas rush at its fiercest.

Business was evenly distributed, all departments getting a proportionate share. The basement store departments ran well up to the upstairs departments.

The event was very heavily advertised. Thirty-six pages of advertising were used in the metropolitan newspapers, and forty pages were used in the newspapers of the suburban towns surrounding New York, including cities in New Jersey and Connecticut.

No mail or telephone orders were received for any of the merchandise, as in many instances an entire line was sold out a few minutes after the doors had opened.

CAUGHT IN THE NEWS NET

WITH but few visiting buyers in the city during the current week, the wholesale market has been unusually quiet for the past ten days, making a sharp contrast to the corresponding period last year. This condition is due, of course, to the large amount of business on file at the dinnerware factories and is likewise true of fancy china lines and also of glassware. Many orders are now being written in anticipation for March and later spring needs.

Walter McEvoy and Herbert Ford, of the buying staff of the Mitchell Woodbury Co., Boston, who were in the market last week looking over merchandise for the holiday trade, have returned to the home office.

William Junor, a merchant of Toronto, Can., who has been numbered among the outside buyers during the past week, left for home on Monday.

Louis S. Hinman, manager of Theodore Haviland & Co., Inc., who has been abroad on a business trip to the company's factory at Limoges, France, has returned to his desk.

Fernand Desmaison of L. Bernardaud & Co., left late last week on a southern trip in the interests of his firm.

S. J. Nealis, buyer of china, glassware, housefurnishings, toys and silverware for the Gamble-Desmond Co., New Haven, Conn., was placing orders in the market this week for his departments.

Evans of Holmes Co. to Head New Store Syndicate

Charles A. Kaufman department store, New Orleans, one of the oldest and largest in this city, has been sold to a syndicate of local business men for a large price. The figures were not made known. It is reported F. W. Evans, general manager of D. H. Holmes Co., Ltd., will head the new syndicate.

Business Briefs

Mary E. Dixon has opened an art and gift shop in the Bates Remnant Store, Lewiston, Me.

Walter James, dealer in Japanese goods, has leased the ground floor of the new Steiner Building at 57 Ninth Street, S., Minneapolis, Minn. Mr. James will open a mah jong school on the mezzanine floor.

The National Co-operative Store, Paris, Me., has been incorporated to transact a general merchandising business. Incorporators E. J. Hamalainen, L. Immonen and J. Mustonen.

H. Horsley, Pocatello, Idaho, has sold his general store to Gus. Stoor. This store is one of the oldest in southeastern Idaho.

A. B. Foutz, who has conducted the Foutz Store in Rellwood, Pa., since 1887, will retire from business and the A. B. Foutz Merchandise Co. will cease business on April 1, 1924.

E. Kelly Crosskill, for fourteen years with the P. H. Vose Co., Bangor, Me., has accepted a position as assistant manager and buyer of the china department of the W. G. Reynolds Co., Burlington, Vt.

Jefferson to Push Portables in National Advertising Campaign

The Jefferson Glass Co., Follansbee, W. Va., have announced their plans to conduct a country wide advertising campaign of their portable table lamps. The advertising will be handled by Bissel & Land, Inc., Pittsburgh.

Buyers in New York

October 26th, 1923

W. Taylor, housefurnishings, D. M. Read Co., Bridgeport, Conn., 315 4th Ave. (D. G. Alliance).

Miss K. M. Riordan, chinaware and toys, J. H. Bunce Co., Middletown, Conn., 315 4th Ave. (D. G. Alliance).

J. G. Wischover, toys, M. E. Smith Co., Omaha, Neb., 200 5th Ave., Room 1214.

Miss Snell, gifts, Weinstock-Lubin Co., Sacramento, Calif., 225 5th Ave. (Retail Research Assn.).

October 27, 1923

F. H. Walker, housefurnishings and toys; Weinstock, Lubin & Co., Sacramento, Calif., 225 Fifth Ave. (Retail Research Assn.), Prince George.

J. G. Wischover, toys, M. E. Smith Co., Omaha, Neb., 220 Fifth Ave.

L. J. Wagner, toys, J. N. Adam & Co., Buffalo, N. Y., 16 West 39th St.

October 29th, 1923

Miss B. Prager, gifts, Sanger Bros., Dallas, Texas, 19 East 24th St.

C. C. Adler, housefurnishings, Adler & Childs, Dayton, Ohio, 352 4th Ave. (Kirby, Block & Fisher).

S. Seitner, housefurnishings, The Seitner Co., Flint, Mich., 120 West 32nd St. (A. Fantl).

October 30th, 1923

B. G. Twitchell, china and glassware, Wm. Hengerer & Co., Buffalo, N. Y., 16 West 39th St.

C. C. Adler, S. Schaffer, household furnishings, Adler & Childs, Dayton, Ohio, 352 4th Ave. (Kirby, Block & Fisher).

J. Bason, housefurnishings and china, Palais Royal, Washington, D. C., 220 5th Ave. (F. Atkins).



WHAT THE POTTERIES ARE DOING



JUST a year ago generalware pottery manufacturers and buyers were reviewing the situation created by four weeks of idleness in the plants as a result of the strike of the employes. Shipments were about nil. Today, however, there is a complete reversal of conditions within the trade, with this difference—merchandise is rather hard to obtain on account of the heavy demands being made upon the manufacturers.

Notwithstanding the fact that the majority of buyers have long since placed their specifications for current year shipping, a large amount of new business is being offered every generalware manufacturer. Some orders ask for last quarter delivery, while other orders are for January and February shipping dates. Throughout the district, it is being pointed out that little if any more business can be placed on file for this season's delivery. The volume of orders now on file will hardly permit shipping of merchandise wanted by late buyers for November and December delivery.

Rapid construction is progressing on the new plant of the Homer Laughlin China Co., at Newell, W. Va. Steam heat will be turned on within the next few days. It is possible that a part of this big plant will get into production this year, yet there are so many things to be considered in this connection before clay shops are placed in operation. The old rule of putting mold makers at work first will of course be followed here, then will follow the making of clay. The company continues to be in heavy receipt of applications for positions, so that full forces are assured in all departments when the time comes for starting each.

Clyde C. Davidson, commercial manager for the Taylor, Smith & Taylor Pottery Co., has returned to his desk, following a few days spent in Steubenville on business.

The ousting of Frank H. Hutchins, for many years first vice president of the National Brotherhood of Operative Potters, and during the last year counsellor for the organization, is regretted by all manufacturers and those acquainted with the facts concerning his removal. By a vote of 1,134 to 1,330 Mr. Hutchins was removed from office. Throughout the strike in the generalware trade he insisted upon a fair deal for both sides, and during the strike in the sanitary branch of the industry, his suggestions were "frowned upon." That the Brotherhood has lost one of its most able counsellors, through the actions of the radical element in the trade, is conceded.

By erecting two additional kilns, the Atlas China Co., of Niles, O., will increase its output to nine kilns. The improvement program for this firm has been completed, and it is possible that later additional decorating kilns will also be required. This plant was formerly operated under the name of the Crescent China Co., which built a new shop at Alliance, O., and the Niles factory is under the commercial management of A. O. C. Ahrents, with the factory in charge of Herbert Goodwin, formerly of East Liverpool.

Two bisque and two glost kilns are to be built soon at the plant of the Albright China Co., at Carrollton, according to present plans of this company, which also operated a shop at Scio, O., under the same firm name. Foundations for the new battery will be started within the next few weeks, and it is possible they will be ready for firing early in December. The lines of this firm will be shown at the Pittsburgh Pottery and Glass Exposition next January as formerly.

An application has been made for a charter for the Mayer China Co., of Beaver Falls, Pa., the move being made to perpetuate the firm name, which has been heretofore a partnership. The application to incorporate has been made by Joseph Mayer. Arthur E. Mayer and Walter S. Mayer. The application for the charter will be up for hearing at Harrisburg, Pa., Nov. 12, and will of course be granted.

It is very likely that the new Cleveland (O.) Greenhouse Supply Co. will maintain an art pottery section, as it is declared by manufacturers of the line that sales of art pottery to greenhouses is increasing every year. Flower shops are now rather active buyers of certain items in the art ware line, and for this reason the supply dealers are stocking the line.

It has been definitely announced that a small generalware plant will be erected at Bristol, Pa., by the J. Amisson & Sons Pottery Co., of Philadelphia, Pa. Ground for the plant has been acquired and it is likely the shop will be placed in operation within the next three months.

The Franklin Pottery Co. has been formed at Wilmington, Del., with a capital stock of $50,000. The company will deal in a general line of pottery products.

During the current month, it is contended that many buyers will visit the East Liverpool district for the purpose of anticipating their first quarter requirements. As a matter of fact, many department heads will come into the market to buy merchandise for January sales, and also for February business. Not a few open stock orders have

(Continued on page 30)



GLASS FACTORY ACTIVITIES



WITH firmness predominating the glass market, buyers are not hesitating to anticipate future requirements in marked liberality. As a matter of fact, most all department store buyers and jobbers now have their holiday orders on file, and attention is now being given to merchandise for January and February sales. General conditions in the market have not suffered any changes during the past fortnight, other than the general demand is just a little more brisk, a situation that always prevails at this season of the year. Deliveries are being made with more or less steadiness, and price changes have been very few and far between. The latter situation has obtained since the manufacturers and committees representing the workers came to an amicable wage settlement some time ago. All manufacturers hold that future business is receiving more or less attention, and that no small amount of business has already been received for 1924 delivery.

It is admitted that not in years has the demand for portables and floor lamps been as active as this year. Local manufacturers are pretty well filled up with orders for current season delivery and considerable business has been received for the first quarter for 1924. Distributors are carrying larger stocks this season than formerly, and these buyes are looking forward to a very active holiday movement for the entire line.

The report has been received here that the capital stock of the Sterling Glass Co., of Lapel, Ind., has been increased from $25,000 to $100,000.

The usual dividends on the issues of the Hazel-Atlas Glass Co., and the Central Glass Works of Wheeling, W. Va., were paid holders during October. The former paid 2 percent dividend and the Central paid a similar amount. Distribution of dividends by both interests have been steady and consistent for many years.

Glass manufacturers here regretted to learn of the loss by fire of the plant of the Willetts Clay Pot Co., at Fairmount, W. Va., the property being gutted. The origin of the fire has not been determined. The company enjoyed a large trade among all manufacturers in the district, and began its career in this city many years ago.

A dividend of 50 cents per share was paid to shareholders of the United States Glass Co., Wednesday for the preceding quarter. This was the regular payment.

It is likely that a new glass factory will be erected at Cisco, Texas, by H. H. Howard of Cedar Grove, La. Tentative plans are being worked out with this end in view.

Motion pictures have had a lot to do with informing people how this or that commodity is manufactured, but it has remained for the Owens Bottle Co., of Toledo, O., to have several reels taken showing the process of bottle manufacturing. The company has had a film taken of its plant at Clarksburg, W. Va., and every stage of bottle making is accurately shown.

It is likely that the new plant of the Saeger Vacuum Glass Jar Co., at Betula, Pa., will be placed in operation within a short time. The jar is to be made under a patent, and is said to be the only item of the kind so far developed.

New Glass and Pottery Manufacturers Association Receives Charter

The Associated Glass and Pottery Manufacturers, which was formed here at a meeting held in the Ft. Pitt Hotel last January will receive its charter from the county courts Nov. 14. The application has been filed by Reed, Smith, Shaw & McClay. Those signing the application for the charter include Charles H. West, of the Westmoreland Glass Co., and who has been elected president of the Association; D. Harry Cushwa, sales manager for the United States Glass Co.; Harry A. Ross, manager of sales for the Pittsburgh Lamp, Brass & Glass Co.; Charles L. Sebring, of the Sebring Pottery Co., Sebring, O.; Charles C. Ashbaugh, of the West End Pottery Co., East Liverpool, O.; Earle Wasson, of the Ft. Pitt Hotel; Kirk R. Bryce, of Bryce Bros., Mt. Pleasant, Pa., and J. M. Hammer. It is this organization which will have charge of the annual pottery and glass exposition, so far as it relates to the January exhibit here. The manufacturers will have their lines at the Ft. Pitt, as was previously announced in the JOURNAL and the agency and housefurnishing lines will be found at the William Penn Hotel.

Nonik Corp. to Have More Room at Coming Pittsburgh Show

In order to show their many new lines to good advantage, The Nonik Glassware Corp. have contracted for double the exhibit space used last year. At the coming Pittsburgh Show, which will be held at the Fort Pitt Hotel, Pittsburgh, January 17-27, several new lines will include a variety of handsome decorations of the famous Nonik stemware.

"Specials" in Lamps and Shades

Innovations of Outstanding Merit for Buyers of Lamps, Shades and Their Accessories

By Beatrice Miller Wisner

Artistic Junior Lamp With Shade

No potentate of imperial prestige could be more imposing or dignified than the magestic lamp pictured below, offered by Max Schaffer, 31 West 15th St. Excellent proportions, finely modeled base and graceful stem, together with harmonizing shade, is characteristic of the firm's unusual lamps and shades. This exquisite lamp is a combination of wood and metal stand, showing a round wooden column, with wrought iron decorations. Gold, black and maroon with stippled base. The long cord and tassel pulls make a convenient and effective addition to the lamp proper. Adorned with elegant pleated and straight black and deep rose silk top shade, triple lined and bound with gold and velvet brocade with silk and bullion heavy fringe, is typical of royalty and an excellent achievement in skilled craftsmanship. This is only one of the many beautiful lamps and shades displayed at the firm's artistic and spacious studios where a variety of lamps and shades in the newest and most pronounced styles are attracting the attention of discriminating buyers. Many patterns and shapes of shades and odd models of lamp bases, suitable for any interior decoration are on view, revealing careful and artistic taste in the selection of materials and harmonizing effects of bases and decorations. Georgette, brocades, and silks combined with tasteful trimmings, galloons and heavy silk fringe, matching or contrasting with the body silk of the shades is a pronounced and attractive element of many of the shades displayed. A visit to the Max Schaffer studios will more clearly demonstrate the variety and the inestimable value of the firm's products.



Metallic Trimmings for Lamp Shades

No matter how well designed may be a lamp shade, it requires a little touch of brightness in trimming to enliven and intensify its basic treatment. G. Hirsch Sons, Inc., 417 Fifth Ave., is showing an assortment of excellent Metallic Imported, Gimps, Galloons, Fringes, Ornaments, Laces, Flowers and Flower Trimmings especially well adapted to lamp shades. Since oriental motifs have come into popular favor in the development of lamp shades, there is a strong inducement for tinsel decorations either for edgings or top finishing of shades, in order to carry out the predominating feature of the native design. At the above concern's large and attractive rooms there is found a variety of ornamental finishings which will interest the manufacturer seeking a high type of ornate novelty trimmings for exclusive shades or for decorative art goods.

Pottery Lamp With Hand Painted Shade

In selecting appropriate shades, and those that are decorative as well, the parchment shades are serviceable and attractive and have proven very salable at all seasons. The effect of hand painting is well defined on the delightful shade pictured below, combined with graceful Mirror Black base and burnished gold effect mountings, makes a very noticeable item. This unusual lamp is offered for sale by Ira A. Jones, 9 No. Wabash Ave., Chicago. The shade is parchment cleverly hand decorated. The long-tailed pheasant in brilliant colors, and the entwining leaf design is startling contrast against the black background of the shade. The lamp proper is one light with Deep Harp, complete with Finial and measures 24 inches in height. The shade is 16 inches. For the dainty morning room, library or den, this attractive lamp is well suited. It is appropriate with any furnishing and will harmonize with hangings of either pronounced or duller colors. It is also adaptable to piazza or enclosed living room, being not too elaborate for out-of-door use. Black bases are always in good taste and the brass finished trimmings are a substantial and highly ornamental addition. The excellent workmanship of this lamp, together with attractive decorative shades, is recognized by those seeking a worth while and effective lamp, which will enhance the appearance of any room, giving a most satisfactory lighting effect.



Dependable Japanese Silks for Lamp Shades

In the realm of exquisite coloring and artistic texture there is no more trustworthy or serviceable silk for the foundation or outside development of lamp shades than Japanese Silk. Z. Horikoshi & Co., importers, 71 Madison Ave., are offering some of their delightful Jap silks in all the popular shades. Z. Horikoshi specialize in imported Japanese silks of quality, durability and unrivaled coloring.

BOSTON NEWS NOTES

By

R. B. Hemenway, Representative

BOSTON OFFICE
98
MAY STREET
NEEDHAM
MASSACHUSETTS

BOSTON must be brought to the fore as a great distributing centre of the crockery & glass trade. The same thing has been done in other branches of business, most notably the textile, leather and rubber industries. It is entirely possible provided the right kind of sectional patriotism can be aroused. Out of this will come co-operation, which is not only the first step in the direction of success but also the keystone upon which the strength of any organization must rest. This co-operation must be borne equally by both wholesalers and retail buyers. First of all the manufacturer's agents in Boston must show the retailers that they are equipped to fill their wants. Some method must be worked out through which every customer for crockery and glass, lamps, etc., can be assured that if he comes to Boston he will be certain to find what he wants. With this accomplished, a response will not be found wanting among retailers. What is needed is the appointment of a certain day or week, in which the entire Boston trade will join hands and keep open house, with their friends the retailers, as guests, and will arrange either collectively or at their own show rooms, exhibits as complete as those of New York and the other important markets.

H. T. Durgin, buyer for the Gilchrist Co., Boston, strikes the average observer as an executive of perception and aggressiveness. He rarely leaves the city to buy for the reason that he is able to find his wants supplied locally. He was with Jones McDuffee & Stratton before becoming affiliated with the Gilchrist Co., and consequently is well versed on what is carried by Boston wholesalers. This knowledge, is not so accessible to many buyers but Mr. Durgin's case illustrates the possibilities of doing business in Boston, if an opportunity to become acquainted with stocks is presented. Another argument in favor of staying at home, especially in the case of Mr. Durgin, who has four distinct departments to look after, is that rival stores do not have the opportunity to entice customers away by instituting special sales on some article or collection of articles which happen to strike the popular fancy. In the Gilchrist store, each department has from time to time some one item which is marked down to a figure sometimes below cost and is labelled that particular department's "Gilt Crest" item. This coming week, Mr. Durgin announces that the "Gilt Crest" special will be a 100 piece dinner set of white with heavy border decoration of coin gold. This set was originally stocked to sell at $47.50 but from now on until the supply is no longer available, they will be offered at $28.50. An attractive dinner set which Mr. Durgin expects to sell more than 1000 of this season is one of 112 pieces, decorated with border pattern of roses and handles. This has been for several weeks the "Gilt Crest" item. It was intended for sale at $60 by the manufacturers but has been going at $45.

Charles C. Smith, formerly buyer of crockery and glassware for the Timothy Smith Co., Boston, was a visitor here last week. Mr. Smith has just returned from an extensive European trip. He spent several days calling upon old acquaintances in the trade, and regaled them with experiences of his trip.

W. C. Browne of the Potters' Co-operative Co., East Liverpool, O., was in Boston during the past week attending the annual convention of the National Coffee Roasters' Association, held in the Copley Plaza Hotel.

"Freddie" McGuire, son of "Tom" McGuire of Louis Wolf & Co., Boston, returned home this week after concluding a very successful season as a member of the New York National League baseball club. "Freddie" is one of John McGraw's younger stars and is assigned to the role of understudy to Frank Frisch, second baseman of the former world's champions. Bostonians have a genuine interest in this modest clean-living young man, who gained his early baseball experience while playing for the Boston Latin School. Worcester's interest in him is no less great, as it was in that city that he attracted the attention of the big league scouts while a member of the Holy Cross College nine. Incidentally "Freddie" is to marry a Worcester girl some time next month.

N. E. Ford of the C. F. Wing Co., New Bedford, was a visitor in Boston last week.

William W. Taylor of the D. M. Read Co. of Bridgeport, Conn., was another who made a circuit of the "Whirling Hub."

Arthur St. Louis, buyer for the James Edgar Co., Brockton, Mass., is in New York this week on a buying trip.

William R. Claflin is the latest to acclaim the increasing return to popularity of heavy cut glass merchandise. "Bill" has found a particularly strong market for a line of seven-piece water sets, with which are included four-pint water jugs. These are made in six different styles and are a combination of mitre and floral cutting. They are manufactured by the Krantz & Sell Co., Honesdale, Pa. Another item made by the same concern with which Mr. Claflin is having considerable success, is a line of 12, 14 and 16-inch vases.

Of general interest to Boston crockery and glass dealers is the announcement by Assistant Postmaster-General John H. Bartlett that Boston is to have adequate postal service as soon as new carriers are fully trained. A statement to this effect was made by Mr. Bartlett in his address before members of the Boston Chamber of Commerce and an assemblage of Massachusetts and Rhode Island business men last Wednesday. The Post Office Department hopes, says Mr. Bartlett, to place Boston on an air mail route about the first of next July. Mr. Bartlett, who is a former governor of New Hampshire, said that the Boston Postal District is the hardest one in the entire United States to administer because of the congestion, the number of different stations and other irregularities. A special fee will be charged for the aerial mail system, which will be conducted according to a zone basis. In the first zone, which would reach as far west as Chicago, thus taking in the potteries in East Liverpool and other manufacturing centres of the trade, the fee would be eight cents on each ounce.

Of interest to the house furnishing trade is the announcement of the filing of an involuntary partition in bankruptcy in the Federal District Court at Boston last week against the Worcester Broom Manufacturing Company of Worcester. The petition was entered at the instance of three creditors whose claims totaled $889.

George W. Drury, who was for twenty-five years in the house furnishing trade in Framingham has sold his business to Holden & Eagles. Mr. Holden is a Natick man and Mr. Eagles was formerly associated with the Clifford S. Cobb Company of Waltham. Mr. Drury is still a very active man but has made no plans for the immediate future.

Several local wholesalers are finding an excellent market for copper-wheel engraved glass. Most of the goods of this character is of medium weight. One design in particular which seems to find favor with the buying public has a delicate net work of spider web patterns in a number of variations.

Arthur O. Bourne, proprietor of the George C. Peck Company of Pawtucket, R. I., was in town on a tour of local wholesale houses during the past week. We are always glad to see you Arthur and wish you would come oftener.

Edward Challais who is connected with the Edward Miller & Company factory at Meriden, Conn., was in Boston last Friday for the purpose of attending the funeral of Edward W. Wheeler, whose death is recorded elsewhere on this page.

Mitchell Woodbury & Company is featuring a splendid line of Bavarian and Czecho-Slovak china and dinnerware. The dinnerware is to be had only in sets, either full or short. They are decorated with an attractive variety of patterns and are being shown this week for the first time in New England. One in particular catches the eye of nearly everyone who comes into the china department of the store. It has a spray pattern of saffron colored roses with black leaves and branches. Handles on the cups and other receptacles in the set are of coin gold. Another beautiful exhibit in the Mitchell Woodbury china department is that of tea sets in solid colors and in single and double lustres. They may be had in a dozen different varieties. Several popular priced numbers in hand painted effects are available also in a new assortment of fancy china. These include cakes, salads, cups and saucers, sugars and creams and baby plates and are offered separately or in assortments.

Howard "Wizard" Cameron of the J. W. Philbrick Company of Everett, had the misfortune to run a splinter into his finger last week while grappling with a chestnut burr. Mr. Cameron, after calling a consultation of specialists, was permitted to circulate among his acquaintances in the trade for a few hours each day. According to the latter, the mishap to Mr. Cameron failed to have any appreciable effect upon his vocal capabilities however.

Mitchell Woodbury & Company have laid in a large stock of imported artificial fruit. Most of this is from Germany and owing to the rate of exchange which prevails in the money market, the prices are said to be much lower

(Continued on page 30)

"The House of Cups and Saucers"

Always the Leader in
the Latest Creation

European and Japanese
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Taiyo Trading Co., Inc.
326 W. Madison Street
CHICAGO

Canadian Representative
H. C. Bedlington
79 Wellington St., W.
Toronto, Ontario

Every Manufacturer and Buyer of

GLASS *and* POTTERY LAMPS, GIFTWARES, SHADES HOUSEFURNISHINGS

will be interested in the

FOURTH CHICAGO EXHIBIT

at the

CONGRESS HOTEL, FEBRUARY 4 to 9, 1924

4

"A Complete Display"

Held under the Auspices of the GLASS POTTERY LAMPS *and* HOUSE-FURNISHINGS ASSOCIATION

A "Not for Profit" Organization

MANUFACTURERS!

You are cordially invited to join in the Fourth Chicago Exhibit, to be held February 4 to 9, 1924, at the Congress Hotel on the famous Michigan Boulevard.

More than 1500 buyers visited the February, 1923, Exhibit and placed orders estimated in excess of $5,000,000.00. They came from all sections of the Country—from Maine to California. Canadian representation was unusually heavy.

Letters from these buyers to the Association and statements made during the Exhibits all indicate the increasing interest being developed by the Chicago shows. Many say they look forward to this yearly event as an unexcelled opportunity to start the New Year with the latest items.

Do not lose another day in making arrangments to show your lines. Send in your application at once to insure desirable space as the better rooms are going fast. You cannot afford to delay. If you have not received prospectus giving full information, write immediately to the Association, 9 North Wabash Ave., Chicago. Use the Coupon.

BUYERS!

It is not too early to start making your plans to attend the Fourth Chicago Exhibit. Here under one roof you will have an opportunity to inspect all of the latest items that go to make your Department or Store the leader in its line. In addition to glassware, china, dinnerware, etc., complete lines of lamps and shades and housefurnishings will be on display making this the most comprehensive showing of its kind.

Plan now to visit the Fourth Chicago Exhibit in February.

Glass, Pottery, Lamps and Housefurnishings Association,
9 No. Wabash Ave., Chicago.

Gentlemen:

Please send booklet describing the 4th Chicago Exhibit.

Name .....

Address .....

City .....

State .....

④

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

CHICAGO'S big retail stores have commenced to sound the first guns of the Christmas shopping campaign. Larger space in the daily paper advertisements of the stores is being devoted to the items which are appropriate for gifts. Last week Marshall Field & Co. advertised an exhibition of Copeland-Spode China, which they termed "justly famous in pottery attainments." Carson Pirie Scott & Co. made a special of English China service plates, ranging in price from $50 to $300 per dozen. Burley's featured chinese Porcelains for lamp bases, pointing out the growing popularity of this ware for lamps. Shades to harmonize, from the best makers, were also advertised.

G. E. Downey, traveling salesman for the Bush-McCoy Pottery Co., was showing his wares at the Palmer House last week.

E. A. Mechling, salesman for the Cambridge Glass Co., spent some time in Chicago last week just prior to a two week's trip in the West.

John J. O'Brien and Harry N. DePuy, manufacturers representatives with display rooms at 222 N. State Street, returned this week from a selling trip through the middle west.

Harry S. Clarke, sales manager for B. Tomby, Inc., china importers, opened his samples for the buyers inspection while at the Palmer House last week.

Ed Boring, Chicago manager for the Crooksville China Co., returned this week from a selling trip in the middle west.

"Bill" Lynch, well known salesman for Taylor Smith & Taylor was in Chicago last week. Rumors have it that "Bill" came to Chicago in style, driving his new "Six-Sixty."

J. Simpson, Pacific Coast Representative for the Hocking Glass Co., called on a number of his friends while in Chicago last week.

Fred T. Wright, buyer for a jewelry store in Racine, Wis., visited local sample rooms last week in the quest of new china and glassware items.

At the annual election of officers of the Gifts, Art Wares and Novelties Association, held at the Palmer House on Thursday of last week, the following officers and directors were elected: W. C. Owen, president; Malvin Flesham, treasurer; M. Harris, secretary; E. R. Steinbeck, first vice-president; C. L. Geesey, second vice-president; R. L. Geigel, third vice-president; E. H. Coles, fourth vice-president. New Directors, E. W. Steinbeck, K. L. Drummond, J. H. Smythe, Crockery and Glass Journal, and John F. Bowman. E. D. Leavitt, elected to fill vacancy by resignation of J. W. Power. The meeting was called to order by President W. C. Owen and in the absence of M. Harris, J. H. Smythe was appointed temporary secretary for the evening. The annual report of the treasurer was received and approved by the meeting.

Natkin Speaks At Association Meeting

Sam J. Natkin, head of the China and Glassware department of Mandel Brothers, addressed the meeting of the Glass, Pottery, Lamps and Housefurnishings Association of Chicago, on Thursday of last week at the Hamilton Club. The appearance of Mr. Natkin in the role of speaker, furnished a drawing card which developed the largest attendance that the association has had at any meeting thus far this year. The subject of Mr. Natkin's talk was "Competition," and his ideas were most enthusiastically received by the sixty members present. In the course of his talk Mr. Natkin brought out the fact that competition is the life of trade, and without competition the business of the country would be in the hands of monopolies. He also stressed the point of "buyer courtsey to salesmen." By clever examples he illustrated that the buyer who is always friendly to the salesman will in turn be the first one to have a chance to purchase specials that the salesmen have to offer from time to time. This, he pointed out, gives the buyer an advantage over his competitors. The regular business of the meeting was dispensed with. Committee reports were omitted and referred to the executive committee. It is the plan of the association to have some speaker scheduled for each future meeting. All buyers and sellers interested in china, glassware and allied lines are invited to attend and profit by the experiences which will be told in the talks of the specialists in the trade. Many applications have already been received by the association for display rooms at the next Chicago exhibit to be held for one week, Feb. 4 to 12 at the Congress Hotel. Indications now point to a very comprehensive exhibit of representative lines for the Fourth Chicago show.

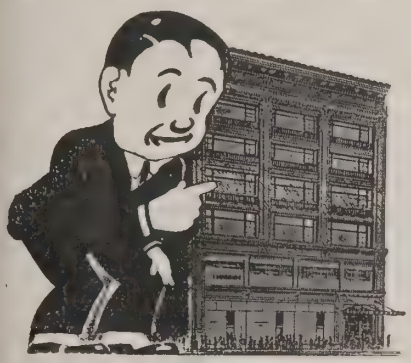
Business Briefs

Martin Ehresmann has opened a general store at Melrose, Minn.

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

HELM & SOUKUP
Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

KELLY & REASNER
Representing McKee Glass Co.; Eagle Mfg. Co.; Indiana Glass Co.; Lippincott Glass Co.; N. Northwood Co.; Mound City Glass Co.; D. C. Jenkins Glass Co., and Geo. R. West & Sons.

THE McANULTY CO.
Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER
Direct Representative Lamps, Shades, Dinnerware, Glassware, Aluminum, Baskets, Nickel, Copper, Silverware, etc.

LEWIS H. SIMPSON & CO.
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Note—Concerns wishing to secure space in this building for display purposes should apply to

ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street



Visit the Palmer House

Albright China Co., Room 25
Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,
Phone, Dearborn 4700

Potters Co-operative Co., Room 684
Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.

While in Chicago Visit
STETSON CHINA CO.
1535-37 S. State Street
Phone Calumet 0876
We are prepared to make immediate shipments.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
Harry G. Dalzell
Phone Central 3497

WALTER B. ANDREWS
30 East Randolph Street
Corner Wabash Avenue
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Representing
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CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

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North Wabash Avenue
Chicago

DINNERWARE
Pope-Gosser China Co.

GLASSWARE
Seneca Glass Co.
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Thompson Studios
National Glass Novelty Co.

LAMPS AND SHADES
The H. E. Rainaud Co.
Wood Art Co.
Century Lamp Mfg. Co.
Haven Co.
Shepherd Co.
Burke Studios
Phone Central 1606

Earl W. Newton & Associates

GLASSWARE
Imperial Glass Co.
Economy Tumbler Co.
Marion Glass Mfg. Co.
The Earl W. Newton Co.

DINNERWARE
Hopewell China Corporation

HOUSE FURNISHINGS
Sauquoit Toilet Paper Co.
Kewaskum Aluminum Co.
Schlueter Mfg. Co.
American Woodenware Co.
Acme Rubber Mfg. Co.
Phone Central 3236

9 N-WABASH AVE

A. W. STEINER'S STUDIOS
Importers and Decorators of
ENCRUSTED DINNERWARE, LUSTRE WARE AND ALL GOLD CHINA
223 So. Wabash Ave.
Phone Har. 2214

THE SEBRING POTTERY CO.
Mr. W. L. Gerald
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Chicago, Ill.
Phone: Edgewater 2380
Display Room, 1319 So. Michigan Ave.

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HELP WANTED

REPRESENTATIVES Wanted. Manufacturer of high grade glassware desires to establish Agencies in several larger cities. Line embraces blown ware of all kinds—plain, cut, etched and cracquelled—and staple pressed items. Policy of Company is progressive and it seeks representatives of like type. If interested write immediately giving full particulars regarding experience, territory desired and other lines handled, etc. Address Box 285, care CROCKERY AND GLASS JOURNAL.

SITUATIONS WANTED

FIRST CLASS MAN—wants position with reliable house who handles an extensive line of Hotel Vitrified Chinaware where he can show his ability as being qualified for a future salesman position. Have been in the production end of chinaware my entire life, thoroughly familiar with each process. Have had experience in sales field but not with chinaware. Age 40; references the best. Box 281, care CROCKERY AND GLASS JOURNAL.

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TWO young men with large acquaintance among the hardware, housefurnishings and department stores trade, contemplate organizing a sales office in New York City. Desire Metropolitan representation with established out of town firms carrying a complete line. Box 283, care CROCKERY AND GLASS JOURNAL.

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MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all COLORS. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

What the Potteries Are Doing

(Continued from page 22)

been placed for first quarter delivery in 1924, and this volume, coupled with that on file at the end of the year, will give all manufacturers a volume of orders to work on that will require many months to fill.

A survey of new pottery construction, is proof that production of generalware next year will be the greatest in the history of the trade, so far as American manufacturers are concerned. The new tunnel kiln plant of the Homer Laughlin China Co., will then be in production, as will also the new seven kiln plant of the W. S. George Pottery Co., at East Palestine. The Southern Potteries Co., at Erwin, Tenn., will have several additional kilns, as will the Atlas China Co., of Niles, O., and the Albright China Co., at Carrollton, O. There has also been an increase during the current year in the kiln capacity at Sebring and Alliance, O. That the increased production will be absorbed as readily as ever is conceded by all buyers visiting the market.

On top of the increased capacity of the generalware industry, there will also be a greater production of American china next year than ever. The Syracuse China Co., is steadily increasing its output, and similar extensions are being made at the plant of the Shenango China Co., at New Castle, Pa.

Several decorating kilns are to be added to the battery at the plant of the Salem, (O.) China Co. An addition is also to be built to the decorating department of this shop before the end of the year.

Announcement was made early this week of the approaching marriage of Paul V. Robinson, head of the Smith, Phillips China Co., and Miss Marion Kimball, of Chicago, Ill., the ceremony to be performed in the Kenwood Church, Chicago, at 8:30 o'clock Saturday morning, November 17. Following the wedding, a reception will be held in the Windermere Hotel, Chicago. Mr. Robinson is president and treasurer of the Smith, Phillips China Co., and was a former resident of Akron.

Boston News Notes

(Continued from page 25)

than that of domestic manufacture. The fruit comes in assortments of twelve pieces. This commodity is an excellent number for the holiday season and is being offered at a special price when purchased in lots of ten boxes. The F. W. Woolworth Company Five and Ten Cent Stores also have on sale a variety of pieces which are of excellent quality especially when it is considered that they are being sold within the standard price restrictions of the Woolworth Company.

Five firemen narrowly escaped death at a fire in the Union Glass Works on Webster Ave., Somerville, early last Monday morning. The fire was a stubborn one and it was nearly five hours before the all out signal was sounded. It is believed that the blaze originated from leakage from a melting pot containing molten glass.

Walter F. Hallowell, buyer for C. T. Sherer Co., Worcester, came in to look 'em over and pick 'em out last week.

J. F. Mahoney of the Symonds & Adams Co., Haverhill, was another local caller.

The Roessler & Hasslacher Chemical Company NEW YORK

Cleveland, O. Chicago, Ill. Trenton, N. J. New Orleans, La. BRANCHES: Boston, Mass. Pittsburgh, Pa. Philadelphia, Pa. Kansas City, Mo. San Francisco, Cal.

THE ROESSLER & HASSLACHER CHEMICAL COMPANY · BRIGHT GOLD · NEW YORK

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Overglaze—**Colors**—Underglaze

Liquid Lustre Colors—Oxides and Bodies for Decorating and Coloring

CHEMICALS Minerals and Oxides

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Pottery, Glass, Enameled Ware, Tile, Clay Products

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Highest Grades.

America's Leading Ceramic Material House

LIMOGES CHINA



THE LIMOGES CHINA CO., SEBRING, O.

New York Representative

E. V. Weiss, 874 Broadway, corner 18th Street

Telephone: Stuyvesant 6667

Paper White Narcissus

Sound—Well Graded—Up To Size

This Is Important

12 Centimeters (1250 per Case)
13 Centimeters (1250 per Case)
14 Centimeters (1000 Per Case)

It will pay you to get our prices
You will find them and the stock right

Just Drop a Card

S. S. Skidelsky & Co.

53 Park Pl. New York

For

BULBS SEEDS PLANTS SUNDRIES

Boston News Notes

(Continued from page 25)

V. D. Kinnan and F. E. Hull, with the American Clay Products Co., Zanesville, O., spent two days in Boston last week gathering first-hand information of trade conditions in this section.

Prato Sullivan, buyer of glassware for the R. H. White Co., comments favorably on the results obtained within the past few weeks in stemware. Mr. Sullivan is getting ready for the holiday season by laying in a stock of colored glass, which in view of its current popularity, he expects to be a big seller. Although the White Co. has practically done away with anything savoring of a "sensational" sale in this department, about twice a month, several articles are selected and advertised as Wednesday and Thursday specials. The public respond readily on such occasions because it has become accustomed to receiving merchandise of real value through them. Another wise feature of these specials is that they are held far enough apart to not become overdone and yet often enough to be kept fresh in the minds of customers.

Mr. J. Leonard White of the Hunt's staff of salesmen, returned last week from an extensive trip through the South which was highly successful. Mr. White may now be said to be "resting on his oars," or "getting his breath," or whatever it is customary to say about a man who is recuperating after a hard task.

Walter L. Hurd has purchased the general store of E. W. Cooper, Webster City, Ia., and will reopen for business Nov. 1.

J. M. Bailes, Richwood, W. Va., is now doing business in his new general store.

Arthur Rienstra, Waitinsville, Mass., has sold his general store to Herman Baker and Rudolph De Boer.

OBITUARY

Edward W. Wheeler

Edward W. Wheeler, who at the time of his death was with the Edward Miller Co. of Boston and Meriden, Conn., dealers in lamp goods, was found dead in his room at 15 Ivy Street in this city on Monday night of last week. It is believed that Mr. Wheeler's death was the result of an attack of acute indigestion. He had been with Knott & Co. on Franklin Street before becoming associated with the Edward Miller Co. and had been connected also with the Crooker Mantle & Tile Co. of Providence, and The Tilden-Thurber Co. of Providence. Mr. Wheeler is survived by his father, who is ninety-four years of age, by a sister and by a son who is located at Rochester, N. Y. The funeral was held in the Baptist Church at Ashland, Mass., where his father's home is located.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *73 Barclay St.*
"The Dinnerware House of America."

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND SPODE CHINA AGENCY, *43 West 23rd St.*
Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *135 Fifth Ave.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND & CO., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, *39-41 West 23d St.*
Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., *105-107 East 164th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China
Metal Goods and Housewares Trades

M. ROSENBAUM & SONS, *32 Union Square*
Bavarian China Ware. Representing M. Rosenbaum & Sons, Bavaria.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
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ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., J. H. Weatherby & Sons, Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Value and Watcombe Pottery.

L. STRAUS & SONS, *42, 44, 46 Warren and 116 Chambers Sts.*
Importers and Manufacturers.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Successors to Takito, Ogawa & Co. and the Tajimi Co. Japanese and Chinese Goods. Catalogues upon application. Tel.—Stuyvesant 3823. Chicago Office, 327 West Madison St.

B. TOMBY, *20 West 23d St., Representing:*
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JUSTIN THARAUD, *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, *65 Barclay St.*
Open stock dinnerware patterns.
White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Cox & Company, Representatives, 120 Fifth Ave.*
"The House of New Ideas." Cameo Etchings and Encrusted Coin Gold.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., *Fredk. Skelton, Representative, 200 Fifth Ave.*
Colored and Iridescent Glassware.

ECONOMY TUMBLER CO., *Morgantown, W. Va. Cox & Co., Representatives, 120 Fifth Ave.*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *224 Fifth Ave.*
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. T. W. Hamilton, Representative, 139 Fifth Ave.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

ESTABLISHED IN 1874

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to
CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS
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VOL. 97 November 8, 1923 No. 19

AS THE EDITOR SEES IT

THE BUSINESS PROSPECT

GENERAL business continues to show an increase and while business economists of one great banking institution report that, "General business has not enjoyed the greater activity which has been expected," there are so many constructive and optimistic phases in the American businesses situation today, that the business and trade prospect for the immediate future and for the opening spring months, is assuredly bright. We believe the conservative statement, "Business is less than expected," is too conservative and does not take full advantage of the undercurrent of strength now visible. But while American industry and trade is active, the European situation is admittedly grave. Particularly in Germany is current trade conditions most acute. While bankruptcies in Germany during October were few, the number of unemployed has risen to an alarming figure. In the Ruhr, for instance, there are now 339,200 idle workers. This does not include Essen, and in the unoccupied provinces the total on Oct. 15 numbered 376,000.

AMERICAN business, however, is in pretty good shape. One very good indicator of this is shown in the analysis of the returns of banks, which reported again of almost a half billion dollars greater in deposits and more than three-quarters of a billion dollars in resources in the past year. In looking over the Controller of the Currency's report one can scarcely fail to be impressed with the pronounced credit demand and the large sums which have been put aside as reserves by individuals in the form of time deposits. This reserve, which indicates improved financial strength, was about seven hundred million dollars greater than last year. And it is also significant that National banks in every Federal Reserve district reported an excess of reserves.

THERE are many other good indicators of better business to come. One of the very best reports is that the income of the American farmer is one billion, 250 million greater than in 1921. A the prosperity of the farmer interests everyone, since agriculture is the backbone of prosperity, the above figures are worth thinking over. Broadly, business in some lines is on the upgrade, while other lines are not so good and the general summing up is that the current week shows a quiet undertone. There are many factors, however, to warrant the statement that readjustment has not yet been entirely completed. In other words, prices and wages must find a new equilibrium, but not necessarily on the old basis. Until this is effected the present irregularity in business will likely continue. Auto production continues at a high rate and building operations are active, although employment shows a slight falling off, but not to the extent for occasioning alarm.

RETAIL trade throughout the East and West is fair but the usual spurt in seasonal buying is lagging. October retail sales were the largest of any month since March, 1920, and chain and mail-order houses report the best trade they have ever had. As these distributing sources are the best indicators of conditions in the interior of our country, it is seen that prospects are good. Stocks are not large and with the prospect that there will soon be a readjustment in taxes, the forecast for the future and for Spring trade is bright, although nothing in the shape of a boom is, of course, to be looked for. We believe that rather too much importance has been placed on the long continued slump in prices and volume of securities. While stock exchange transactions anticipate conditions in a way, they do not reflect existing conditions, while the factors we have outlined above are reliable indicators of production and distribution.

Better English in Business Letters

Many Merchants Who Can Talk Well Are Not "So Good" at Letter Writing, So Here Are Some Practical Helps on the Subject

WHILE a business letter is by no means a literary effort, it is essential that the business man shall express himself clearly and pleasantly. All merchants can do this well in their personal contact with customers but many find it difficult to register the same efficiency in their letters. There are many good hints contained in this article, by Aeta Gevinn Saunders, who is in charge of Business English at the University of Illinois. For this reason we are quoting that which follows, delivered from an address before the annual convention of the Direct Mail Advertising Association, held at St. Louis late last month:

There comes crowding to my mind certain remarks recalled from your writings and speeches, which, unless I misunderstand them, indicate some confusion about the relation of Better English to Better Letters.

Now the remark is that of a correspondence adviser, who said to a class of students in business writing, "Rhetoric never sold a can of bacon." Now, it is the opinion of a letter executive addressing other business executives on the requisite qualities of a correspondence supervisor; and he says:

"He may not be a teacheer of English. Never mind, he does not need to be. The teaching of correct English is not a big part of this job."

Again, it is the contention of a correspondent, with a weak command of English, that his letters are getting results.

Such remarks could easily be multiplied—all of them seeming to say, "Good English is not important to a Better Letter," and "Good English is not the most important quality of a Better Letter."

No long argument, however, against these points of view seems necessary.

In reference to the first, is it not just as logical to say that one wheel will not support a wagon? A command of English alone does not make a Better Letter; nor does a knowledge of human nature alone; nor does pleasing personality alone; nor even the business mind. It would be plain nonsense to say that the one test of a Better Letter is whether or not it has good English.

It is just as plain nonsense to suggest that good English is not an important part of a good letter, as does the second remark. If a wheel is necessary to the support of a wagon, it is just as important as any other wheel. The correspondent who contends that his letter is good, in spite of the bad English, may be told that wagons have been known to run on three wheels, but that most people prefer to ride in a wagon with four wheels.

Men who sell things are not interested in color work, illustrations, or English as such. They are interested in any element, if it is needed in combination with other elements, to get results. Good English, then, in combination with a business mind, strong character and pleasing personality, knowledge of human nature and psychology must be our aim in business letters. All are requisites of a Better Letter. In the words of another, "We must not be satisfied so long as either dwells with us alone"; and I add, if we aspire to be good business letter-writers, neither must we be satisfied until all dwell with us.

Where definitions are difficult, explanations may serve, and since English to most business men means grammar, we might well begin our explanation of good English with a discussion of grammar.

Good English is concerned with the elementary rules of grammar; with pronouns and antecedents; agreement of verbs and subjects; the position of adverbs, phrases, and clauses—particularly of phrases of time, place, and manner—the appropriateness of prepositions; and the clearness of conjunctions.

As an illustration of careless disregard of the simple elementary rules of grammar—one of the four main types of bad English in business letters—may I direct your attention to a letter from an executive of one of Chicago's leading banks to a president of another bank?

"Responding to your letter of May 5th addressed to Mr. Jones, wish to advise that he is at present in Europe but that in his absence am pleased to acknowledge receipt of pamphlets returned to us, and are glad to note that they have proven useful in securing information desired."

Good English is concerned equally with use of words. Almost the worst fault of business writers, at least their commonest fault, is the absurdities in expression resulting from the combination of stock phrases, trite, or stereotyped diction. Not only are the expressions absurd; they also create for the letter a parrot personality; make it lifeless, monotonous, and humdrum; rob it of sincerity; and waste time, energy, and money of two people if not three.

Inaccuracies in expression are a close second to stereotyped diction in the category of bad English in business letters.

The words do not say what the writer intends. Sentences quoted from letters will illustrate this fault better than will a single letter with but one or two inaccuracies of expression. 1. *"I am sorry to hear that,"* instead of *"I am sorry that,"* etc. 2. *"We were concerned to note,"* instead of *"We noted with concern."* 3. *"The old stock has gone into consumption,"* instead of *"The old stock has been consumed."*

In spite of these inaccuracies, you may understand what

he writer intended. Can you say the same thing of the ollowing paragraph?

"A salesman's natural ability is often said to be 'Born nd not made.' We do not believe this to be true. His natural ability is his appearance, and personality may help him a great deal, but by far the most important factor is a thorough knowledge of this business. For this reason, you should never allow yourself to become 'stuck' and 'do ot guess but know.'"

An ornate diction, pretentious phrases, the so-called "literary style," is the fourth and last of the main faults n the English of business-letters. The wealth of inflated words and inaccurate phrases make the following illustration altogether ridiculous:

"On the 24th of May, as well as the 9th day of July, I wrote you in an effort to have you return to me a balance ue on my order on the tenth of May.

"So far your silence has been both monotonous and abtruse.

"Your reticence, in my humble opinion, regardless of he consequence of same, if continued, will brand you as bunch of ignominious, fallacious and surreptitious sharpers, with a deficiency of conscience corroborated by a serius lack of scrupulosity.

"If this vitiated additament, of a diminutive financial nature, is essential for the well-being of some individual or ning, we are willing that it serve as alms, but we cannot magine a commercial house of your apparent financial xuberance in such a precarious predicament, etc."

Good English has, too, to do with the architecture of entences, paragraphs, and the whole composition. Whether or not sentences convey a single general idea which makes a paragraph; or whether paragraphs combine o present a subject in its entirety is determined not only y the oneness, wholeness or unity of each, but also by ow all are put together, the relation in which each stands o the other. We are familiar with the observation that nen do not make an army until they have been organed; nor do bricks, mortar, laths, plaster, etc., make a ouse until construction has taken place. In which reard, it has been neatly said, "Such wholeness is what we nean by literary form. Lacking it, any piece of writing is failure; because, in truth, it is not a piece of writing ut pieces."

Sentences and paragraphs of the following letter, an ljustment letter from a leading department store on the ast side of State Street, shows little exercise of constructve faculties.

"In reply to your letter of recent date, concerning the xfords which you stated are not satisfactory, upon examing them we find that they are in fairly good condition, s it is characteristic of patent leather to check in the reases after being worn a short time. Under the circumstances, also as patent leather is not guaranteed, we do ot feel that we are responsible and are unable to accept e oxfords for credit. We will, however, be glad to reess them for you gratis if you desire. We will hold them ntil we hear from you regarding the matter. When answering please mention our claim No. H 8589. Hoping that you will see our side of the case in refusing to give you a new pair of oxfords, we remain."

In this consideration of English of certain letters, we have used the terms, bad, wrong and freely incorrect.

But what do we mean by these terms? What difference does it make whether or not a business letter is written in good English or in bad English?

Errors in English are failures to conform to custom, to the way writers of English ordinarily use the language.

The disastrous results of not conforming to custom spring from the nature of language. It is an instrument, a tool, a code, created by people for the purpose of communicating thoughts and of conveying feelings. The effectiveness of the code depends upon its meaning the same thing to the person who writes it and to the person who reads it. Our failure to use the code correctly results in our being misunderstood; in our making an unfavorable impression; in offending the other person; or in preventing the reader from having confidence in us.

If we say we are shipping merchandise, we lead a customer to expect it by freight or express rather than by parcel post. Even the smallest error in grammar may cause a break in copy which keeps the reader from "reading right along," the result of good English, and that which gives it a part of its value. The letter from the bank in Chicago disregarding grammar was disgusting to the bank president who received it, and who passed it on to me. The last letter quoted, which fails to conform to usage in matters of sentence and paragraph units, illustrates the difficulties to understanding imposed upon a reader. Without the letterhead to inform us that this letter is from one of our best firms, we should doubt the respectability of the firm.

This discussion thus far, has emphasized by illustration bad English; hence it cannot but contribute to the impression already formed by business men that English is something troublesome, and that the way to acquire good English is to get rid of blatant errors in grammar; inaccuracies of expression; hackneyed phrases; slang, and inflated diction. With the common faults in the English of business letters disposed of, it is my intent to make good English connote something pleasing, something to be desired, something to be cultivated, something with which to fall in love. I wish to make clear that improvement in English is a fairly easy matter.

Stated simply, good English in business letters, in its positive aspect, is that English which causes a message to be communicated in such a way that it gets the results desired and at the same time conforms to the standards of correct usage and good taste. This ought to mean that the best language of daily life is chosen.

Good English in business letters, perhaps more than in any other kind of writing, is a moral and social matter, for one of its fundamental principles is "Consider the reader." Our coined word for consideration of the reader is "you-attitude." Our justification for writing to a man is that we have a message that should be of interest to

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Glassware Exports

Domestic exports of glassware for the month of September were encouraging and while showing a decline of $2,978 in plain table glassware, compared with the previous month, exports of cut and engraved table ware registered an increase of $12,488. Exports of lamp chimneys and lantern globes shows a very slight increase but exports of lamps shows a moderate decline. Export figures for September, just published by the Department of Commerce follow:

Countries	Table glassware, plain Dollars	Table and other glassware cut or engraved Dollars	Lamp chimneys and lanterns, globes Dollars	Lamps and other illuminating devices chiefly of glass Dollars
France	—	150	—	—
Italy	—	—	—	589
Netherlands	566	—	—	—
Norway	75	—	—	130
Sweden	—	—	379	915
Turkey in Europe	—	—	10	—
England	50,867	579	118	4,014
Scotland	2,297	—	838	—
Canada—Maritime Prov.	554	265	—	126
Quebec and Ontario	9,369	3,577	67	7,386
Prairie Prov.	2,175	280	1,562	84
Brit. Col. and Yukon	1,984	326	1,503	33
British Honduras	187	200	93	50
Costa Rica	147	16	117	110
Guatemala	1,189	—	82	289
Honduras	1,112	—	64	—
Nicaragua	633	5	74	—
Panama	2,529	184	562	53
Salvador	1,289	—	35	—
Mexico	17,210	257	2,896	5,179
Miquelon & St. Pierre Is.	—	—	14	31
Newfoundland & Labrador	411	181	1,108	151
Bermuda	314	—	51	27
Barbados	95	—	5	75
Jamaica	460	223	374	150
Trinidad and Tobago	30	—	34	63
Other Brit. West. Ind.	922	15	124	211
Cuba	34,907	2,110	256	1,286
Dominican Republic	1,077	1,376	396	508
Dutch West Indies	113	—	52	109
French West Indies	—	—	24	48
Haiti	704	—	314	97
Virgin Islands of U. S.	48	—	2	—
Argentina	4,418	—	134	123
Bolivia	354	—	360	—
Brazil	223	—	222	206
Chile	49	—	107	100
Colombia	3,009	84	170	219
Ecuador	205	—	53	263
British Guiana	26	—	—	91
Dutch Guiana	736	—	—	—
Peru	7,245	41	1,333	—
Uruguay	287	—	160	197
Venezuela	193	—	241	339
Aden	249	—	—	—
British India	467	—	6,500	646
Straits Settlements	—	—	15	189
China	891	375	47	689
Java and Madura	—	—	—	215
Hojaz, Arabia, etc.	—	—	10	—
Hongkong	245	297	34	69
Japan	—	5,185	196	—
Philippine Islands	1,755	162	—	—
Australia	31,641	4,630	6,968	3,601
British Oceania	—	—	69	113
French Oceania	17	—	66	—
New Zealand	6,115	1,993	207	784
Other Oceania	—	—	90	36
Belgian Kongo	—	—	—	266
British West Africa	—	—	98	68
British South Africa	5,978	—	372	681
British East Africa	—	—	59	42
Other French Africa	—	—	27	—
Liberia	11	—	—	—
Morocco	—	—	—	488
Portuguese East Africa	428	17	303	—
Spanish Africa	—	—	—	88
Total	195,806	22,528	28,995	31,227

Stoke-on-Trent

The total declared exports of all articles from the Consular District of Stoke-on-Trent to the United States of America during the month of September amounted to £93,075 of which amount £79,488 covered shipments of earthenware and china.

The total declared exports of all articles to the United States of America from Stoke-on-Trent for the nine months of this year amounted to £956,830 compared with £792,593 and £770,363 for the same period of 1922 and 1921 respectively.

Big Trade Increase in 1924 Forecasted

The volume of trade reached its highest point in the past five years during March, 1923, when it stood at 12.5 per cent above normal, Carl Snyder, of the Federal Reserve Bank of New York, declared at a dinner of the American Statistical Association at the Aldine Club. He predicted that the volume of trade for the year 1923 as a whole will run about 5 per cent greater than for 1922.

"Since March of this year," Mr. Snyder said, "the volume of trade has been generally declining. It is at present approximately at normal, and has been in that position during both September and October."

David Friday, formerly president of the Michigan Agricultural College, in speaking on "Agriculture and the Business Cycle," said that "considerable progress in liquidation of the farmer indebtedness has already been made, and that the continuation of payment against this debt will tend to keep interest rates lower, rather than higher, than they would have been had the farmer not got so heavily into debt during our last boom."

Among the other speakers at the dinner were Prof. Warren P. Persons, of Harvard; Col. Leonard P. Ayres, of the Cleveland Trust Company; Walter W. Stewart, of the Federal Reserve Board, and Dr. E. W. Kemmerer, of Princeton University.

Advertising Would Stimulate Exports

Depreciated exchange rates, although they complicate foreign sales, do not make the extension of trade impossible in a country where business and industry are sound, according to the current issue of "Commerce Reports" published by the Department of Commerce. Lack of advertising causes more trouble to manufacturers of American products than anything else, the article says.

Outside of Germany, it is asserted, there is no opportunity for such extensive advertising as is conducted in this country, and while the American public has been educated to purchase quality goods by trade mark rather than price, the European has learned little of that art. European countries have fewer great newspaper and magazine publications.

The Department of Commerce report kills an old bogey of the lower purchasing power of European moneys, a condition that has necessarily made products paid for in American dollars bulk much higher than products manufactured in terms of francs and lire. "On the hole," says the report, which is based on correspondence of traveling representatives of American firms and sales managers from the United States, "it appears that the influence of exchange alone, not complicated by other competitive factors, has been generally overestimated."

Production and Rising Wages

Price inflation will increase if production does not keep up with the constant increase in wages, according to Secretary J. H. Tregoe, of the National Association of Credit Men.

It may not seem that it is a serious matter to advance the laborer's wage a small percentage without providing for increased production, but according to Mr. Tregoe, it is serious and may be the cause of maladjustment in the relation of production to the demands of buyers.

"The anthracite miners were granted an increase of 10 per cent, the boot and shoe workers' union of Eastern Massachusetts was recently granted an increase of 10 per cent," said Mr. Tregoe. "Now, when, the demand for higher wages is made there is seldom any critical study of whether the demand is fairly placed and what the acceptance of the demand will mean to the business structure as a whole. It is, instead, a matter of compromise. Settling the dispute by compromise appears a desirable course, and because it is the line of least resistance, we have gone on and on until the cost of production is in maladjustment to supply and demand."

Mr. Tregoe said labor's real wage—that is, the buying power of the wage—has increased of late, and there appears no fair reason for asking an increase in the money wage. The result of this process he sums up as follows:

From the income of the enterprise labor receives a larger share; the production of the enterprise is not increased; prices must therefore tend to rise because of the maladjustment in the relation of goods to demands; apportioning a larger part of the income of an enterprise to labor without an increase in production or prices affects profits and the reserve that can be used for further production.

Western Maufacturrs Backing Pittsburgh Show

The effort that is about to be made by the Western Glass & Pottery Association to secure reduced fares on all railroads, for the annual Pottery and Glass Exposition that is to be held here beginning Jan. 7, meets with the approval of the entire trade, and, it is contended, will ultimately result in hundreds of others attending the big show who have never before been in the district at that season.

All this came about when a committee representing the new Manufacturers' Association met with the board of directors of the former organization a week ago.

The suggestion is to receive the backing of the Pittsburgh Chamber of Commerce and other mercantile interests, but while the carriers have not had time to consider the proposition, it is contended that the pleading could not very well be turned down, in view of the action of the various passenger associations in the past granting reduced fares to other mercantile expositions.

The manufacturers are determined to back the Western Glass & Pottery Association as a unit in the plan to secure a reduced fare concession for the January buying season, and it is because of this that the manufacturers sent a committee to the Western Association meeting.

Frederick T. Renshaw, manager of the Chicago office of the United States Glass Co., spent the latter part of last week at the home office, returning to Chicago last Sunday night.

Bush English China Co. to Establish Factory

It is announced that the Bush English China Company, which recently secured a Dominion Charter, has obtained a 99-year lease on land and buildings, with deep water docks and railroad sidings, admirably suited for its requirements, in the town of Port Hope, Ontario. The company has arranged for a fixed taxation for a period of ten years, and has also made the necessary arrangements for power. The Bush English China Company will manufacture china tableware, from the same clays used by the English potteries, which they will import from England.

Losses Due to Pricing

A majority of the 23,000 failures of retail merchants in the last year were due to too low prices placed on goods when first displayed, and also to poor judgment in buying goods, according to Cecil L. Fraser, of the Harvard Bureau of Business Research, in an address at the fall meeting of the Massachusetts Retail Merchants' Association, October 25.

He stressed the necessity of buying stock suited to the needs of the merchant's customers and disposing of it before it went out of date.

Merchants' Associations Year Book Receives Activities

The 1923 Year Book of the Merchants' Association of New York is being distributed. It consists of 394 pages and covers the work done by the Association during the twelve-months ending on the first of last May.

The book includes lists of the members of the Association, approximately 8,000 in number, together with lists of the officers, directors and executive staff and the personnel of the forty-three standing committees. All of the members are classified in forty-nine divisions, according to the trade or industry in which they are engaged, and these divisions are divided into sub-divisions.

In the Twenty-sixth Annual Report of the president to the members President Lewis E. Pierson states that the

Association is today in a better position than ever to be of service to the business community and to the city of New York as a whole. The report of Secretary S. C. Mead cites a large number of important accomplishments by the Association during the year, and includes a brief review of the reports filed by the nine bureaus which are in charge of the various divisions of the Association's regular work.

Chicago Show to Open Feb. 4 at Congress Hotel

Buyers and manufacturers everywhere will welcome the announcement that the Glass, Pottery, Lamps & House-furnishings Association has signed a contract with the Congress Hotel for two hundred rooms during the week of February 4 to 9, 1924, thus assuring the Fourth Chicago Exhibit.

If the performance of the Chicago Association during its two previous February exhibits is any criterion, a most extensive array of all that is new in glass, china, household utilities and lamps, will be laid out for one week's inspection by buyers. To review the four-hundred or more lines which were on Exhibit last February and the year previous, would be to compile a veritable encyclopedia of the industry. It is sufficient to say that very few of the worthwhile potters, glass manufacturers or makers of housewares, lamps, shades and giftwares, were not represented with an exhibit.

An attendance of more than fifteen hundred buyers at each of the previous February shows is the strongest argument to bear out the assertion that the Chicago Association conducts the most important buying event in the trade each year. An event that no buyer, or manufacturer for that matter, interested in the lines shown, can well afford to miss.

Analysis of the registration during the past exhibits develops the fact that in addition to buyers from China, glass department, and house furnishing stores, there wer hardware dealers, many of whom sell china and glassware, jewelers who are interested in the more expensive lines of glass and decorated china, and general store merchants who usually serve a wide territory with their stores and where a good volume of pottery, glass and household equipment is sold. The interior decorator and the hotel equipment man, were also on hand to select new things for their respective trades.

Those who did attend, usually the more progressive type of merchants, came from all parts of the country and Canada. The central location of the event made it possible for the greatest number to see the big exhibit with the least possible loss of time from their individual stores.

The Association which, by the way, is incorporated not for profit, has arranged to group the exhibits by floors, and to confine all exhibits to the South Building of the Congress Hotel.

A booklet describing the Exhibit, showing floor plan and rentals for exhibit rooms, outlining the event and listing the exhibitors at the previous shows is now ready for distribution by the Association. Copies may be secured by addressing D. E. Crum, Exhibit Manager, 9 N. Wabash Ave., Chicago.

OBITUARY

Dennis Sheedy

Dennis Sheedy, for twenty-three years president of the Denver Dry Goods Co. and vice-president of the Colorado National Bank, died of pneumonia Oct. 16 at the age of seventy-seven. Known throughout the West as one of the great commercial and civic builders of Denver and Colorado since 1863, his funeral drew the largest attendance of pioneers of Denver and the West of any held in Denver in recent years. All national banks of the city were closed during the hour of the funeral and the Denver Dry Goods Co. store was closed for the entire day.

In 1893 when the M. J. McNamara Dry Goods Co. went on the financial rocks, it was taken over by the Colorado National Bank and operated under the name of Sheedy & Kountze. In 1894 it was reorganized under the name of the Denver Dry Goods Co. with Mr. Sheedy as president and the late W. R. Dwen as a partner. Under the management of these men the company became a great success, so that four years later they doubled the capacity of the building and in 1907 further enlargements were necessary owing to the rapidly increasing business and the present six-story building was erected. Although 77 years of age he was daily at his office in Denver until stricken with pneumonia ten days before his death. Mr. Sheedy leaves an estate of from $5,000,000 to $6,000,000 as estimated by his business associates.

Mr. Sheedy carved out his own fortune, passing through dangers in the early days of the West that at times threatened his life; he escaped from Indians, defeated plans by cattle thieves to murder him, and surmounted difficulties that make his life read like a novel. Mr. Sheedy was a firm believer in there being more opportunities for a young man today than when he was a boy.

Thomas Barker

Thomas Barker, in age and length of service one of the oldest of the employees of the R. H. White Co., died at his home in Pelham, N. Y., Sunday, Oct. 30. Mr. Barker was seventy-nine years old. Four years ago he was appointed head of the White Co.'s New York office. For the twenty-nine years previous to that he had been head of the house furnishings department of the company. Mr. Barker was known in practically every important manufacturing centre in the United States. His wife died only two months ago. He is survived by his son, Thomas Barker, Jr., of New York.

Business Briefs

Jesse P. Rogers, Bluffton, Ind., has purchased the Mosher variety store at Wellington, O., taking immediate possession.

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are Doing to Promote Trade in China, Glassware and Allied Lines

By Beatrice Miller Wisner

TWO of the most enticing and seasonable windows is being shown by Stumpp & Walter, 32 Barclay St., dealers in seeds and garden equipment. Each window is exclusively devoted to bulbs and accessories, featured in a novel and appealing fashion. One of the windows is dedicated to a large quantity of loose bulbs, each variety occupying a separate section. A window display card, showing the flower of the bulb in full blossom is placed at each division, making a truthful picture of the bulbs in bloom. Tulips; Darwin, single and double; Hyacinths, and Narcissus are splendidly pictured in their natural colors. The brilliant tones of the tulips appear to the passer-by as real as the growing plants. The other window, which is equally as attractive, displays a large variety of pottery bowls in all the popular colors, and jardinaires, filled with bulbs and pebbles, ready for growing, priced from $2.00, $2.50 and $3.00, are splendid offerings for the Holiday Season. Bulbs in decorated boxes of mixed variety, and boxed pebbles ready for bulb growing at reasonable prices, are also inducements for the bulb lover. These windows are a most compelling spectacle to the number of commuters passing to and from the New Jersey ferries. Stumpp & Walter should be complimented at the excellent taste displayed in the very unique setting of both these unusual Holiday Windows.

No event in the history of the Fifth Avenue shopping district has caused more individual delight or enthusiasm than the reopening of Vantine's famous Oriental House in its new home on West 39th St. For a decade the name "Vantine" was a household word, and when the firm closed its doors to the public some time since, it was a genuine regret and loss to all lovers of Far Eastern wares. There could be no more accessible and convenient location than the one chosen for a permanent housing of Oriental goods, standing right in the heart of the shopping center, close to the old familiar corner on 39th Street, where for years Vantine held sway as the most renowned retail store dealing in Japanese and Chinese importations. The new building is much more imposing and elegant than the former, and shows in every detail carefulness and experience in the selection of fine Oriental products. Entering a spacious room on the ground floor, one is at once attracted by a magnificent bronze image: "Daibutsu," which stands directly in the center of the commodious room, while around the sides of the room are handsome supporting bronze-gold and black decorated pillars. The overhead lighting effect is accomplished by suspended lanterns which diffuse a soft gentle glow about the room, giving an alluring aspect to the interior decorations. The central main room is given over to bronzes, cloisonne, satsirnid, teakwood furniture and jewelry, while one section is devoted to incense and perfumes, and the extreme rear to draperies and silks of oriental splendor. The balcony, which is perhaps the more noticeable, for its truthful Eastern decorations, faces the front entrance, showing a balustrade of white lattice work and red lacquer trim, provides a lazy comfort Tea Room, significently elaborated with traditional Oriental wall paintings. Large round lanterns adorn the room from above, and tables set with canton china for light luncheon or tea and blue and white table covers carry out the predominant color scheme vases filled with yellow crysanthemums add to the effectiveness of the room. Large luxurious wicker chairs are placed around the tables for the comfort and ease of guests, who will undoubtedly select this most alluring Tea Room for their rendezvous when on a shopping tour of the city. This delightful rest room will attract many cosmopolitan visitors who make New York their headquarters and mean to learn of all the retreats for the weary tourist. The second floor of the building is devoted to lamps in the most pronounced Eastern types, and rugs, of the former Vantine values, both modestly and high priced. The basement, as of old, houses popular priced articles, tables ranging from 50, 75 cents and $1.00 to $5.00, displaying small gifts of porcelain, lacquers, novelties, etc., with one section of the department for teas, confections, fancy boxed candies, etc. There can be nothing too good said of the new Vantine's splendid equipment. The extremely dignified and well chosen decorations, carrying out in every detail the Land of the Rising Sun, bring back truthful memories of lotus and sandle wood in an enticing atmosphere. Everyone will rejoice that the firm has taken up its abode once more so close to its old stand, giving to the public an altogether delightful Oriental place in which to find Japanese and Chinese goods of excellence and beauty.

Extraordinary values in Dinner Sets, Water and Beverage Sets are to be found in the glass department, Walter Browning, buyer, R. H. Macy & Co. Limoges Dinner Ware, with wide gold encrusted border, handles of burnished gold, 107 pieces attractively priced, at $194, imported Dinner Sets, at $44.50, 100 pieces, showing an unusual border decoration of blue and rose, handles half burnished gold, and imported china Tea Set, at $9.74, all-over pattern rosebud decoration on black background, consisting of 6 tea cups and saucers, 6 tea plates, tea-pot

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CAUGHT IN THE NEWS NET

A HOST of friends will welcome the news that George B. Jones, American manager for Johnson Bros., who has been slowly convalescing for several months from an attack of pneumonia, is now able to sit up for a short period each day and is gradually regaining his strength.

Edw. Meltzer, sales manager for the Liberty Works, Egg Harbor City, N. J., was a visitor in town the latter half of last week consulting with the concerns New York representatives David L. and Chas. L. Wise. Mr. Meltzer says that his concern is preparing to spring some surprises in new items the first of the year about which he is unusually enthusiastic.

A receivership has been applied for the firm of Warner & Pepper importers of housefurnishings and bird cages and Chas. A. Postley & Son, the well known housefurnishing factory representatives have been appointed by the bankers to sell the entire remaining stock of the concern now held in bond. They have already disposed of several thousand dollars worth of the merchandise.

After spending a year at Zurich, Switzerland, as manager of the Keifer China Shop in that city, Fred Grob has returned to this country and rejoined the Herman C. Kupper, Inc., organization as a member of the concerns sales staff.

George J. Higginson with Johnson Bros. New York office, returned last Saturady from a seven weeks road trip in the interest of the concern. His territory included the coast, which was his initial visit there.

W. P. Briggs, buyer for Sibley, Lindsay & Curr Co., Rochester, N. Y., arrived in New York Monday to spend a few days in the market to make some last minute purchases for his holiday stocks.

The news has been received here from Dallas, Texas, that Charles Hunt has resigned as buyer for Titche, Goetinger Co., and this was coupled with the announcement that James Hall, formerly buyer for Charles Kaufman & Co., of New Orleans may succeed Mr. Hunt. The Kaufman store was recently acquired by the D. H. Holmes Co., of New Orleans.

Justin Tharaud, president Justin Tharaud, Inc., importers, left last Sunday on a three weeks' business trip in the interests of his firm which will include Chicago territory.

The Shepard Stores, Providence, R. I., have just opened their new Colonial restaurant. The new restaurant occupies an entire building and is in charge of John Novak, who managed the restaurant of the company's Boston store for several years.

To overcome the inconvenience caused by the new parking regulation in Washington, D. C., Woodward & Lothrop, Inc., have started a bus service between the different parking stations in the city and the store. The service is free to all people who wish to go to the store.

Thomas W. Oakley, formerly of Gimble Bros., New York, has been appointed superintendent of Mandel Bros., Chicago.

Irwin Takes Larger Quarters in Fifth Avenue Building

D. King Irwin, the well known manufacturers agent, who represents the National China Co., dinnerware line, the Iroquois China Co.'s hotelware and the Paden City Glass Mfg. Co.'s line of glassware, has taken the major portion of the suite of rooms recently vacated by Edward B. Dickinson, Inc., which is located on the same floor and only a few doors from the sales room he formerly occupied on the third floor.

The new rooms are Nos. 315 and 317 and are being very attractively fitted up for display in the above lines as well as providing a spacious private office for the use of Mr. Irwin and his assistants.

Mr. Irwin's buisness has shown such a steady and substantial growth since it was established that he found his present quarters inadequate and the contemplation of the addition of another factory on December 1, to the ones he already represents made the change imperative.

Oppleman's to Add China and Glass Department

Oppleman's Specialty Store, Lynchburg, Va., is contemplating the early addition of a china and glassware department to their store.

OBITUARY

Louis Meyer

On October 30th, another old-time crockery merchant, Louis Meyer, passed away in his 77th year. He was born in Germany and came to this country as a young man. After a short apprenticeship with Bawo & Dotter he became traveling salesman for the firm of Herman Trost

& Co., which the older generation will remember as the predecessors of Charles Ahrenfeldt. In his new position, Louis Meyer achieved a singular success and was classed as one of the best roadmen of his day. It was at this time that he became acquainted with Charles Beneke, traveling salesman for Bawo & Dotter. The ensuing friendship of the two men after a few years became a partnership in business. They started in the china business in Galveston, Texas and became the leading jobbers in the Far South. They were known all over the state and when they added a retail branch to their business they were on the road to high success.

In the late 90's Beneke retired from the firm to go into business in San Antonio and Louis Meyer became the sole owner of the Galveston house. All went well until the disastrous Galveston flood of 1900 overwhelmed the town. It came like a bolt out of a clear sky and wiped Mr. Meyer's firm out of existence without a warning at a moment's notice.

But Louis Meyer did not lose courage. He took his family and went North to fight his way to the front once more. For a while he was with Wm. H. Plummer of New York and after this he took charge of the china department of Scruggs, Vandervoort of St. Louis. Still later on he went with Mr. Schoenthal of Gimbel Bros., New York store and here he worked up to a salesman in the china and art ware departments the last few weeks before he passed away.

Mr. Meyer was a gentleman of the old school, courteous and refined. He was of a lovable disposition and had a host of friends who will miss this splendid old gentleman in their ranks.

Horatio H. Souther

Horatio Hewett Souther, who died Thursday, Nov. 1, at his home, 57 Waverly St., Roxbury, was for many years identified with the china and crockery business. He was connected with the Franklin St. firm of the Jones, McDuffee & Stratton Corp. He was in his seventy-ninth year and was a native of Boston. Mr. Souther was never married. He is survived by two sisters, Mrs. Albert L. Knox, of Roxbury and Mrs. James C. Knox, of Mattapan and a brother, William H. Souther, of Clifton, N. J.

Buyers in New York

October 31st, 1923

H. H. Bonner, household goods, Higginbotham, Bailey, Logan Co., Dallas, Texas, 395 Broadway.

R. F. Beckett, toys and housefurnishings, Anderson Newcomb Co., Huntington, West Va., 432 4th Ave.

S. J. Nealis, toys, housefurnishings and china, Gamble Desmond Co., New Haven, Conn., 432 4th Ave. (care D. G. Union).

November 1st, 1923

A. D. Hutzler, china and glassware, Hutzler Bros. Co., Baltimore, Md., 352 4th Ave. (Kirby, Block & Fisher).

Miss M. Reindel, gifts, J. L. Hudson Co., Detroit, Mich., 225 5th Ave. (Retail Research Assn.).

Miss B. Ross, gifts, Geo. E. Stiefel Co., Wheeling, West Va., 120 West 32nd St. (A. Fantl).

November 3rd, 1923

C. H. Guest, housefurnishings, Jordan-Marsh Co., Boston, Mass., 432 4th Ave.

W. W. Taylor, housefurnishings, D. M. Read Co., Bridgeport, Conn., 315 4th Ave.

R. Robinson, china and glassware, A. T. Lewis & Son, D. G. Co., Denver, Colo., 3 West 29th St.

November 5th, 1923.

R. H. Yarwood, china, glass, lamps, housefurnishings and toys, Hager & Bro., Lancaster, Pa., 315 4th Ave. (D. G. Alliance).

L. Goldberg, toys, L. Goldberg, Jeannette, Pa., Pennsylvania.

A. A. Blankenmeister, china and glassware, B. Nugent & Bros., D. G. Co., San Francisco, Calif., 1372 Broadway.

November 7th, 1923

C. W. Efroymson, lamps, H. P. Wasson Co., Indianapolis, Ind., 38 West 32nd St. (Littman & Storch).

Miss Kreymborg, gifts, Davidson Bros. Co., Sioux City, Iowa, 352 4th Ave. (Kirby, Block & Fisher).

A. A. Blankenmeister, china and glassware, B. Nuhent & Bro. D. G. Co., St. Louis, Mo., 1372 Broadway (Affiliated Stores).

Miss J. C. Nourse, lamps, Woodward & Lathrop, Washington, D. C., 370 7th Ave.

R. H. Yarwood, china and housefurnishings, Hager & Bro., Lancaster, Pa., 315 4th Ave. (D. G. Alliance).

H. Jones, gifts, Duffy-Powers Co., Rochester, N. Y., Imperial Hotel, Room 441.

Purchasing Power of $1 Now 65c

Prof. Irving Fisher, of Yale University has announced, that last week's prices averaged 154 per cent of pre-war level. The purchasing power of the dollar was 65 4-10 pre-war cents. The price average for October was 155 per cent of pre-war level and the dollar's purchasing power was 64 3-10 pre-war cents. Crump's Index number was 147 and the October average 146.

"The House of Cups and Saucers"

Always the Leader in
the Latest Creation

European and Japanese
DINNER WARES
in
Exclusive Stock Patterns

CUPS and SAUCERS
FANCY CHINA ASSORTMENT
BRONZE WARES
LAMPS and SHADES
NOVELTIES, Etc., Etc.

Taiyo Trading Co., Inc.
101 Fifth Ave., New York

Taiyo Trading Co., Inc.
326 W. Madison Street
CHICAGO

Canadian Representative
H. C. Bedlington
79 Wellington St., W.
Toronto, Ontario



WHAT THE POTTERIES ARE DOING



ORDERS for dinnerware for 1924 delivery continue to be in rather liberal receipt with most factories. Little if any business is being accepted by the manufacturers at this time wherein 1923 delivery is to be guaranteed. In fact, trying to order merchandise at this moment for current year shipment is almost out of the question, a situation long ago indicated by the Journal, that was likely to prevail at this season of the year. The bulk of the business manufacturers are now in receipt of, is for first quarter delivery in 1924, although it is not denied that April and May duplicate shipping has also been specified. This goes to show that a number of buyers are anticipating requirements about six months in advance.

Young men and women of the Chester and Newell, (W. Va.), district who are interested in the study of ceramics, now have the opportunity to attend ceramic classes, which have been inaugurated in Newell—the first to be started in this part of the Ohio Valley. Initiatory courses are provided, and these of course lead to the higher ideals in the industry. That similar courses have never been provided by the Board of Education of East Liverpool, O., has always proved puzzling to many.

W. Edward Wells, secretary of the Homer Loughlin China Co., has returned from Huntington, W. Va., where he attended the annual meeting of the West Virginia Manufacturer's Association, and at which he presided as the toastmaster at the annual banquet.

One of the oft recalled results of consistent advertising was recalled here during the last fortnight, when mail addressed to the "Princess Pottery Co." and the "Princess Manufacturing Co." was delivered to the Smith, Phillips China Co. For years this firm has been flaunting before the eyes of the buyers and general public their "Princess" plain dinner shape, and it is because of this that the postal department here gave this firm all mail where the word "Princess" was a part of the address.

Roy E. Henderson, president of the Carrollton Pottery Co., entertained a number of married folk at his summer home, "White Oaks," six miles from Carrollton, O., last Hallowe'en, some guests of which were from the East Liverpool district. Many guests wore "ye olde tyme" costumes, and the evening was a most enjoyable one.

Joseph C. Davis, salesman for the Knowles, Taylor & Knowles Co., who has been spending a season at Battle Creek, Mich., for the benefit of his health has returned to his desk greatly improved. Within a short time, it is believed that Mr. Davis will be able to make his usual journeys over his territory. He is now spending considerable time at the office.

Herbert K. Connor, salesman for the Carrollton Pottery Co., of Carrollton, O., is making a trip through the eastern territory, showing the 1924 offerings of this concern.

Included among the buyers visiting the district during the last week were Oscar Phillips, with The Fair, Chicago, Walter R. McEvoy, with Mitchell, Woodbury Co., Boston, and William J. Mooney, with the H. C. Koch Co., New York.

According to reports, at least two new dinner shapes will be offered the trade by local dinnerware manufacturers during the year end for 1924 delivery. Blocks and cases for these are now being made, it is said, and both will be plain shapes.

Fred Kline, southern representative for the Knowles, Taylor & Knowles Co., with sample rooms and offices in Dallas, Tex., spent last week visiting the home office, and also those West Virginia glass factories he represents throughout the southern trade. This was the first visit of Mr. Kline to the district since last January. "Business has been exceptionally good with our office during the entire year—both pottery and glass selling well," Mr. Kline explained about business conditions in the south.

Raw material supply distributors here this week declared that the demand for materials was never so brisk as it has been during the current season. This refers to clays, flint, spar and other rough grades. Buying of raw materials is always reflected in the demand for the finished product.

Potterers' Association to Meet in Washington

The annual meeting of the United States Potters' Association will be held in the Hotel Willard, Washington, D. C., Dec. 3-5 next, according to a decision of the executive committee, of which T. A. McNicol of this city is chairman, and which held a special meeting in the rooms of the Potter's Club here Wednesday of last week. Eastern and western members of the committee convened here, and the meeting was the first official gathering the committee held since the new headquarters were opened here. President George C. Mitchell, an ex-officio member

(*Continued on page 25*)



GLASS FACTORY ACTIVITIES



WITH the glass market firmly settled, and not an advance in any item contemplated, buyers are assured that quality of merchandise is not to be lowered, but maintained as in the past. All this has come about through the final adjustment of all wage differences. A number of manufacturers have taken occasion to notify buyers of the stability of the market, and this has resulted in considerable new business being placed for current year delivery. It is also currently believed that the market in January will be held at the same basis as is now offered the trade.

L. A. Goldsmith, representing Albert Pick & Co., Chicago, was showing the hotel line of this firm at the Ft. Pitt hotel last week, as was P. L. Holzer, with the Venitian Art Lamp Co.

At last this market is to have heaquarters for the pottery and glass trade—one where out of town buyers can place their orders for any number of lines, and all under one roof.

The Jackson building, Liberty Ave., near Smithfield St., and within less than five minutes walk from the Ft. Pitt Hotel, is to be re-named, and one will be selected that will conform to the business housed in the block. The second floor is to be occupied in its entirety by the United States Glass Co., under the management of Henry W. Nickel, while the third floor will be occupied by the George West Sales Co., which besides representing the decorated glassware line of Geo. R. West & Sons will also represent a dozen or more different lines of pottery and glass. Included in the latter will be found the Lippincott Glass Co., and the Owen China Co. It is also possible that a line of housefurnishings will also be displayed on this floor.

The fourth floor of the building will be occupied by a concern manufacturing portables, the space now being considered by two such concerns who maintain plants within the Pittsburgh district.

The building will eventually compare with the Fifth Avenue Building, New York, where so many pottery and glass lines are displayed, and also the Heyworth Building, Chicago. Within a fortnight the second and third floors will be arranged for the reception of buyers. Many buyers from nearby towns have already visited the new market.

A committee composed of John H. Harris, manager of the china and glass department of the Kaufman Stores, Inc., with Albert Binswanger, with the Joseph Horne Co., went into the East Liverpool district late last week, and in company with J. W. Irwin, of the Edwin M. Knowles China Co., secured about 50 new applications for membership in the Western Glass & Pottery Association.

These applications will be acted upon at the annual meeting of the Association to be held here early in January.

A change in the constitution of the Association is also to be voted upon this year—in addition to the ballot for officers, that will provide for the admission of women as members. It has been pointed out that many women are now assistants to buyers, while others are in direct charge of china and glass departments, and that they should be received as members the same as men.

It has also been made plain that since suffrage has been granted women, they have assumed many important positions, and that the Western Glass & Pottery Association should take the lead in the trade in accepting applications from women affiliated with the two major and allied industries.

The annual banquet of the Association will be held probably the evening of January 16, in the new dining room and auditorium of the Kaufman store. To this event, members and their wives will be urged to attend. A refined entertainment will follow the menu, and after the show, those who care to can enjoy the balance of the evening in dancing.

John Drake, head of the John Drake Co., Alliance, O., when in the market a few days ago, made it known that he was the first to introduce the ground laying machine in an East Liverpool pottery—many years ago. Mr. Drake is in the furniture business in Alliance, and was here buying holiday requirements of lamps, portables and other lines of glassware. He also indicated that he proposed to visit the big show in January.

D. D. Ottstott, representing the Pittsburgh Lamp, Brass & Glass Co., with offices in Dallas, Texas, was in Pittsburgh last week, coming here form New York. Completing his business conferences here, he went to East Liverpool.

The new sample room of the United States Glass Co. in the Jackson Building, Liberty Ave. near Tenth St., was fitted out with sample lines this week. The task of remodeling the space, installing show cases and the like has been a tedious task. Henry Nickel, who will be in charge of the office will be assisted by C. R. Nickel, R. H. Lang and R. R. Winterhalder.

(Continued on page 25)

SEE THE NEW WARES FIRST IN PITTSBURGH

THE EVENT OF THE YEAR FOR BUYERS

AT no other place but at the Pittsburgh Exhibit do buyers have an opportunity to see as many lines of domestic manufacturers of glassware and pottery. This annual event, to be held for the forty-fourth time next January 7 to 26, is the greatest display of glass and pottery in America. More than 60 manufacturers will exhibit their new wares and staple lines during the show period. No buyer can afford to miss this exhibit which will be bigger and greater than ever next January.

The following manufacturers join in inviting buyers to the Exhibit and also urge them to visit their factories and salesrooms whenever opportunity presents:

Albright China Company
American Bisque Company
American Clay Products Company
Bartlett-Collins Glass Co.
Brush-McCoy Pottery Company
Bryce Bros. Company
Cambridge Glass Company
Central Glass Works
Canonsburg Pottery Company
Carrollton Pottery Company
Consolidated Lamp & Glass Company
Crooksville China Company
Co-Operative Flint Glass Company
Davies Glass & Mfg. Company
Diamond Glass-Ware Company
Dunbar Flint Glass Corp.
Duncan & Miller Glass Company
Economy Tumbler Company
Fenton Art Glass Company
Federal Glass Company
H. C. Fry Glass Company
Guernseyware China Company
Hazel-Atlas Glass Company
A. H. Heisey & Company
Hocking Glass Company
Hopewell China Corp.
Hall China Company
Indiana Glass Company
Jeannette Glass Company
D. C. Jenkins Glass Company
The Jefferson Company
Edwin M. Knowles China Company
Lancaster Glass Company
Homer Laughlin China Company
Libbey Glass Mfg. Company
Maryland Glass Company
Mayer China Company
Macbeth-Evans Glass Company
D. E. McNicol Pottery Company, of W. Va.
McKee Glass Company
Monongah Glass Company
Mound City Glass Company
National China Company
New Martinsville Glass Mfg. Company
Niloak Pottery
H. Northwood Company
Owen China Company
Paden City Glass Mfg. Company
Phoenix Glass Company
Pittsburgh Lamp, Brass & Glass Company
Potomac Glass Company
Sebring Pottery Company
Smith-Phillips China Company
L. E. Smith Glass Company
Southern Potteries, Inc.
Steubenville Pottery Company
Summitt China Company
Taylor, Smith & Taylor Company
United States Glass Company
Vodrey Pottery Company
S. A. Weller Company
West End Pottery Company
Westmoreland Specialty Company
H. R. Wyllie China Company
Zane Pottery Company

The Pittsburgh Exhibit is under the auspices of The Associated Glass & Pottery Manufacturers and membership in the organization is a mark of character for buyers.

ASSOCIATED GLASS & POTTERY MANUFACTURERS

BOX 555, PITTSBURGH, PA.

JANUARY 7 to 26, 1924

Better English in Business Letters

(Continued from page 15)

him. The aim of the message is service; whether or not we make the message clear and interesting depends on how we convey the message to him.

The social aspect of English necessitates adaptation. It places upon us the obligation to heed the temperament, the mood, the intelligence, and the education of the person to whom we write so that the beginning of our letter will create a sympathetic understanding between us and our readers. It forces us to find the path of least resistance mentally so that the reader will grasp our meaning easily. We consider the opening sentence of a letter, sentence order, word combinations, the choice of words themselves with the idea of ready apprehension. Always are our pains of selecting, rejecting, ordering, and adjusting ideas, to the end of making the reading easy, the impression delightful, the message of interest.

Good English is a moral matter in that it compels us to set veracity above pleasantness. It excludes from our letters such superlatives as "best," such exaggerated statements as, "Millions of housewives are clamoring for this brand of breakfast food"; hasty generalizations; and glittering generalities.

Much can be said on how to cultivate good English. I shall make but few recommendations!

(1) We may put ourselves in company with good writers both of letters, business and personal, and of literature. There are many business firms and many men who are writing good business letters. Among the good letters that have come to my attention are those in the Goodyear Manual; Suggested Form Letters of the Avery Company; the sales letters of A. B. Leach & Co.; of the Guaranty Company of New York; of the Angier Mills, and of the Yale & Towne Manufacturing Co.

The letters of noted men, particularly the business letters of Johnston, Huxley, Lincoln, Stevenson, Mark Twain, William James, and Charles Frohman will yield us joy and profit.

We may turn to Stevenson for accuracy in diction, to Carlyle for audacity, and to Ruskin for range. If we prefer modern authors, O. Henry will give us lucidity and surprise in words; and Sinclair Lewis, a full free vocabulary.

(2) When we have recognized in the letters we read certain ideals for structure, style, and word usage, we may seek to imitate whatever best suits our purpose: the accuracy, audacity, range, or simplicity of diction; the sincerity of tone; the directness; the human qualities.

(3) With certain models of good English before us, we may criticize our letters and ask others to criticize them. It is probably the thinking about the writing which we do between times as much as the striving for certain ends and the application of precepts when we write that makes us grow.

(4) When our attempts fall short of our models, we must have the courage to keep on striving. If we fail, we have all the more reason to persist.

(5) When writing, we need to keep our minds centered on the object to be accomplished and our imaginations active so as to adapt our language to both the feelings and thoughts of our readers, for we must reach the feelings of our readers as well as their minds.

(6) And last, if we would gain better English, we must grow, not only in knowledge of our subject, business, but in general culture which comes from reading in history, economics, psychology, literature, etc., and from studying human nature. Since these are intimately related to commerce, we shall not know our subject in a masterly way until our general knowledge has grown.

What the Potteries Are Doing

(Continued from page 22)

of the committee, and head of the Pope-Gosser China Co., of Cochocton, O., attended as well as T. A. Anderson also of Cochocton and Charles L. Sebring, head of the Sebring Pottery Co., of Sebring, O.

Secretary-treasurer Charles L. Goodwin is now making final arrangements for a meeting, also hotel reservations. It is the intent to make the Washington meeting more marked in interest than ever before, as it is well recalled that at the Washington gathering two years ago an augmented program of speakers was arranged for during the various business sessions.

Of interest this year, will be reports having to do with the standardization of both vitreous china and semi porcelain shapes, which the United States Bureau of Standards has been working upon.

Invitations are out for the marriage on Saturday, November 17th, of Paul V. Robinson, secretary and treasurer of the Smith Phillips China Co., East Liverpool, O., and Miss Marion Hanford Kimball of Chicago, who is well known and very popular socially in the above city. The ceremony will take place at Kenwood Church, at eight-thirty in the evening, which will be immediately followed by a reception at The New Windemere Hotel. Following a honeymoon trip, the bride and groom will make their home at East Liverpool and will after January 1st, occupy a handsome new residence now being erected by Mr. Robinson on Park Way, East Liverpool.

Glass Factory Activities

(Continued from page 23)

F. L. VanDeman, in charge of the china and glass department of Butler Bros., New York, made another hurried trip to this market last week.

The Higginbotham-Bailey-Logan Co., Dallas, Texas, proposes to add a number of new departments to its wholesale business, including housefurnishings, dolls, toys, domestic pottery and glassware. H. H. Bonner, who will buy for these departments was in the district this week placing initial specifications for dinnerware. He was here last week—his first visit to the market, then went to New York, and then returned to the district.

BOSTON NEWS NOTES

By

Richard D. Grant, Representative

BOSTON OFFICE
5
IDLEWILD STREET
ALLSTON
MASSACHUSETTS

MANY buyers in this section are finding it more and more to their advantage to buy their goods in Boston. There are many reasons why they should do so but one of the best is that they are apt to receive more attention than in other cities. While we have here in New England some large department stores which rank well up as buyers of crockery and glass when the standing is reckoned in money values, there are ever so many more who are "small investors." These have found by experience that they are often taken better care of in the home market where they receive the same attention as the biggest buyer. As a matter of fact, the number of those who have transferred their trade to Boston wholesalers speaks for itself. And more will join them too, when they realize that they can see the same goods here at considerably less expense and infinitely less inconvenience.

The annual meeting of the Stores' Mutual Protective Association of Boston was held Oct. 31 in Young's Hotel. George W. Mitton, president of the Jordan Marsh Co., was unanimously re-elected president. This will be Mr. Mitton's third term as head of the organization. Herbert P. Russell, of the R. H. White Co., was re-elected vice-president and Thomas K. Corey, of William Filene's Sons Co., was again chosen to fill the office of treasurer. Arthur S. Erickson, of the Retail Trade Board of the Boston Chamber of Commerce, was elected secretary. Daniel Blookfield, director of research of the Retail Trade Board was present also at the meeting which was preceded by a luncheon. Edward P. O'Halloran, the association manager, reviewed the work accomplished during the past year and pointed out that there is an appreciable decrease of crime within the member stores. It was illustrated that many thousands of dollars worth of property had been recovered through the efforts of the association during the year and that many professional criminals had been convicted.

The entire property at 55-63 Summer St., Boston, has been leased to the F. W. Woolworth Co. It comprises 11,612 feet of land with frontages of eigthy feet on Summer St., and 150 feet on Chauncey St., and a six as well as a five story mercantile building. At the end of the present leases it is the intention of the Woolworth Co. to remodel the first floor and basement of the premises for its own occupancy.

M. E. Meltzer, sales manager for the Liberty Glass Works, Egg Harbor, N. J., visited for several days last week with H. P. & H. F. Hunt, the concern's New England representatives.

The gift shop trade continues to be exceptionally brisk. This is because of the ever-increasing number which are being opened in all parts of New England. One dealer in gift shop articles told us that it is a poor week when the owners of at least ten new shops of this kind do not come in to stock up. The usual run of things brings anywhere from three to five a day

---

J. B. Van Buskirk, who has been in business in Reading for the past ten years has disposed of his household furnishing store to L. A. Deming. Mr. Deming took possession of the premises on Nov. 1. Mr. Van Buskirk will remain with the new owner until after the first of the year.

Frank B. Phelps, of Bellows Falls, Vt., was a visitor in Boston during the past week. Mr. Phelps is an old-time auctioneer and has many a tale to tell of the way they used to "knock 'em down" to the highest bidder. He is now leading the quiet peaceful existence of a retail merchant, however, and his only dissipation is an occasional trip to Boston.

C. H. Clark has been engaged as crockery and glass buyer for the new Temple Shop of J. White's Sons Co. on Avon St., Boston. Mr. Clark arrived in town this week. The new store is in quarters formerly occupied by the Bailey Rubber Store. The establishment will occupy four floors and all fixtures and furnishings will be of walnut. A stock of China, glass, toys and other novelties, and household furnishings is to be carried. The location is an ideal one as it is situated in the heart of the down-town shopping district. The main offices of the White Co. are at 148 Hanover St.

Charles Kaiser of Morimura Brothers of New York City was in town last week.

Another visitor from New York was Fred Shattuck of George F. Bassett & Co. Mr. Shattuck has just opened the fall showing of his firm's line at Young's Hotel in conjunction with Ed. Wilgus of the National China Co., Salineville, O.

Cecil Taylor of the firm of Taylor, Smith & Taylor of East Liverpool was here also.

Miss Anderson, buyer of glassware for the Jordan Marsh Co. left on Sunday evening for New York, accompanied by her assistant in the department, Percy Messenger, for a visit of several days to the New York trade.

(Continued on page 30)

What's New in The Market?

Here are a Few Answers to This Question to Post Buyers on New Offerings

Tharaud Showing New Patterns in French and German Dinnerware

Of unusual variety in the selection of appealing decorations in china dinnerware are the new treatments which Justin Tharaud, Inc., 24 West 23rd St., has just placed on display. From the L'Union Ceramique factory in Limoges the new things are notable additions to this famous line, shown on the "Dedo" and "Louise" shapes. Particularly charming is a graceful Grecian key border in blue on a cream ground with six inserts of basket of flowers, finished with gold edge band and handles. In medium width decorations, a checkered border of two-tone blue with inserts of red and yellow tulips is also decidedly good looking. In scroll effects a rich and dignified pattern in glowing red and yellow, connected with lines of black and yellow, is most unusual. Among the new decorations from the Fraureuth factory in Saxony, is a colorful scroll border in blue, with ornamental diamond inserts containing a single pink rose. Of medium width is a border ground of blue, with figured scroll design in aribesque effect with horizontal panels containing red and yellow flowers. In a wide border dinnerware treatment is a pleasing outside ground of gray and inside a scroll border in light brown, alternating with twin rose buds and finished with a fancy inside border of brown and yellow.

Dickinson Displays New Things In Fine English Wares

In the artistic setting of the firm's new showroom, Edward B. Dickinson, Inc., 37 West 23rd St., is showing a number of new and beautiful patterns in fine English dinnerware. From the famous factory of Booths Ltd., a notably charming and rich pattern is shown in the "Colfax." This is a wide decorative treatment on a special shape, in the form of a wide border in figured rust red, with insert panels of fruit in red, outlined with gold. The sides of the panels are formed of nazarene blue and gold and a one-quarter inch border of blue adds a distinctive touch above the red, and the gold edge band and ornamental knobs, makes a very appealing number. From the factory of Thomas Till & Sons, an extensive variety of new items in the fancy lines are decidedly interesting. New and beautiful are the late arrivals in flower and salad bowls in many sizes and shapes. In the larger cupped floating bowls, a very charming number is in jade green lustre, another in two two-tone effect—a glowing orange outside and a shimmering lining of jade. Other combinations in satin finish include coral red lining with black outside and a wide choice of solid colors in bowls and candlesticks in many striking decorative designs. Among these fancy numbers are hexagonal bowls in large floral decorations in brilliant colorings, chintz effects, and so on. The Tillson line likewise embraces figures of birds and frogs which serve as flower blocks and dragon flies for adding a charming touch to the table decoration. Among the latest arrivals in Hook-Lid teapots is a handsome Crown Derby decoration, enhanced with gold, crocus blooms, outlined in gold and an out of the ordinary number with gold outlined flutes and with tapering panels, decorated with dainty blue and white flowers. In Rockingham a particularly appealing number is shown in an all-over decoration of pink flowers, the design being most effectually brought out in relief by contrast with the dark, rich glaze of the body.

Booklet in Colors Shows Attractive Jefferson Lamp Line

The new catalogue of The Jefferson Co., Follansbee, W. Va., now being distributed to the trade, illustrates in full color the extensive lines of table and boudoir lamps made by the company. The range of bases includes many artistic designs in metal in a variety of attractive finishes, with translucent glass shades in many charming scenic and floral decorations. The booklet is very nicely prepared and the illustrations show up admirably on a black ground. Bissell & Land, Inc., Pittsburgh, are handling the advertising for the manufacturers, and any of our readers desiring a copy of the catalogues will be gladly supplied by the manufacturers.

New Washing Machine to Be Advertised by Cleveland Firm

"Washrite," a new electric washing machine, will be advertised in a campaign which is to be conducted by G. F. Mitchell & Son, Cleveland. This advertising will be directed by the Cleveland office of Nelson Chesman & Company, Inc., advertising agency.

Cut Glass Clock Cases

The use of fancy cut-glass cases for high-priced clocks is becoming quite popular.

The advantages of such a frame for a time piece is at once apparent, it being practically dust-proof. These glass cases are made in different shapes and sizes, and as a rule used only to house the better grade of clocks.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

NOTHING has interrupted the sales of the wholesalers and manufacturers agents, who still report that the retailers are ordering in good fashion and stocking freely for the Holiday trade, now about to commence. Wholesaler and manufacturers, with very few exceptions believe that the present year will be one of their best in history, not excepting the war times. Potteries are still over loaded with orders and the glass factories are unusually busy. Colored glassware and fancy pieces are still moving in large volume. Heavy cut glass has shown some tendencies recently toward "coming back," but the cutters as well as the selling agencies believe that the return of the popularity in heavy cut ware will be gradual. Lamp manufacturers say they are producing up to capacity in order to meet their fall delivery orders. Lamps are expected to be more popular than ever this year for Christmas Gifts.

Retailers along State Street, are holding pre-Christmas sales, offering a variety of gifts at reductions to interest the early Christmas shoppers. The trend, however, of the early Christmas shopping is toward the "gifts to make" including needlework, lamp shades, and fancy work. The big season in the China and glassware departments of the larger stores, is just ahead, and the retailers are evidently making full preparations judging from their late purchases for immediate delivery.

The echos of Sam Natkin's talk before the Pottery, Glass, Lamps and Housefurnishings association recently have been heard from all sides. Evidently his talk was well received, especially the following remark: "Instead of worrying about competition, everybody should be thankful that it exists."

Work is being rushed on the four additional kilns being constructed at the Carrollton plant of the Albright China Co., in order to have the kilns producing by Jan. 1, according to I. E. Mincks, Secretary of the Albright China Co. and in charge of their Chicago office in the Palmer House. With the addition of two gloss and two bisque kilns the Carrollton plant will have a total of fourteen kilns.

According to announcement issued last week, the International Lamp Co. will begin standardized production of lamps at their new factory, reputed the largest lamp factory in the world, on January 1. Webster Stone, president of the company says the machine tooled standardized methods will save a substantial amount in production costs by getting away from the hand-tooled methods.

The Humboldt Department Store, 2450 W. North Ave., was incorporated last week to do a general department store business. The capital of the company is $10,000 and the owners are A. Rothman, Philip Kolkey and William Kolkey.

China, glassware, housefurnishing and furniture will be handled by the Hall Furniture & Carpet Co., 7821 S. Halsted St. The owners of the company are Robert Hall, Linn Hall and Jack Radeliffe.

Committee chairmen of the Glass, Pottery, Lamps & Housefurnishing Association will announce their committee members some time this week.

The Madison Lamp & Novelty Co., retail and wholesale dealers, and manufacturers of lamps and shades, was incorporated last week under the laws of Illinois. The company maintains a retail lamp shop at 4044 W. Madison St. The owners of the company are Leon Frideman, T. Sidney Neimann and Milton Cohen.

The Leiter Building Stores, Inc., received a state charater last week showing a capitalization of $100,000. The Leiter stores are located at State and Van Buren Sts. in the old Seigel Cooper & Co. building. The business of the Leiter stores has shown considerable growth during the past year and many new department heads, among them "Gus" Bub in the China and glass department, have been added to the organization during the past few months. The incorporators are J. J. Blumenfeld, M. E. Fried and J. Levitus. The new corporation will take over many departments formerly owned and operated by individuals. A lease for twenty years has been secured on the building by the new organizations, which is headed by J. J. Blumenfeld. The lease calls for three per cent of the gross sales, with a minimum guarantee of $300,000 annually. The gross sales of the store last year were $7,000,000 and the estimated gross sales for this year are $9,000,000 or over. The officers of the new company are Pres., Jacob J. Blumenfeld; vice-pres., B. H. Axman; second vice-pres., Harry Davis; secretary, M. E. Fried; and treasurer, Joseph Levitus.

"Jack" Kennedy of the Roseville Pottery Co. displayed his lines at the Palmer House last week.

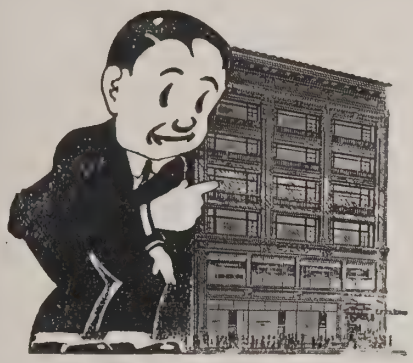
Business Briefs

The Marackowsky general store at Lyndon, Wis., has been destroyed by fire of unknown origin, resulting in a loss of $25,000.

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Organization is in first class shape.

Option on all or any portion of inventory. *Unusual Opportunity* to acquire prosperous going concern. Excellent reason for selling.

Adress

Box 288

Crockery and Glass Journal

Merchandising News

(Continued from page 19)

creamer and sugar would be pretty and serviceable Holiday Gifts. Numerous designs and shapes in American Porcelain Dinnerware, featuring border decoration and gold burnished handles are modestly priced in the collection. Many beautiful water and beverage sets, crystal crackeled iced tea sets at $3.24, others in floral, grape cuttings, and the new squat shape with jug and tumblers in green or crystal effect add to the number of especially attractive glass objects in the department.

An excellent collection of Italian Pottery is being displayed in a section of the main floor, Arnold & Constable, Fifth Ave., Mrs. J. Tregenowen, buyer. This pottery is being offered for a limited time. Delightful baskets decorated with the traditional Italian raised flowers, profusely adorn the handles and body of the baskets, which are shown in a number of sizes, ranging from $2 to $3.50, etc. The little roses and leaves against the creamy lattice background of the various baskets, vases, jardinaires and bon bon dishes, form a most attractive decoration. Figures, and smaller objects suitable for favors or small gifts at reasonable prices, complete this pleasing exhibit.

Boston News Notes

(Continued from page 26)

Miss Polly Brady, for many years assistant buyer for the Gilchrist Co. has resigned and will accept a similar position with J. White & Sons Co. at its new Avon St. store. She will assist Mr. C. H. Clark.

A visitor from Willimantic, Conn., during the week was Joseph Reardon buyer for the H. C. Murray Co. of that city.

John D. Hall of the Shepard Stores, Providence, R. I., was here on a buying trip.

Herbert A. Wellington of the Mitchell, Woodbury Co.'s sales staff has just returned from an extensive trip to Baltimore, Washington, Philadelphia, Pittsburgh and the middle west. He had been away about three months.

Thomas Kidd of the R. A. McWhirr Co., Fall River and George Thibodeau of the New Bedford Dry Goods Co., New Bedford, called on the local trade.

Paul M. Phillips, Boston representative for the S. A. Weller Co., returned last week after a short trip through his territory.

Harold McMillan, buyer of crockery and glassware for the Bon Marche Dry Goods Co., Lowell was in Boston for several days during the past week.

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AS THE EDITOR SEES IT

CUSTOMERS ARE "SOLD" ON GOOD MERCHANDISE

TO a very large extent the trend of retail buying has definitely set in to align itself with the better phases of merchandising. While good merchandise has, course, always figured largely in the purchasing plans a considerable portion of the buying public, the demand r quality has, in the opinion of many, never before inided such a large percentage of the consuming public. his attitude is a very desirable one for it makes it far sier for the merchant to safely plan for the steady growth his business. In the present view of customers regardg department stores and retail stores in general, the one ing which stands out above many others is not the balkess at present prices, but a sensible wish for obtaining ality and the satisfaction which comes with the purchase dependable merchandise.

N other words, customers are now quite universally willing to pay the price if the goods are right and are old" on the idea of good, reliable merchandise. This plifies the selling problem to a certain degree at any e, for selling is now chiefly a matter of price. To intelent salespeople this should not present any difficulties. hile we believe there is a good deal of truth in this deiption of the public's attitude, yet there is plenty of evice to indicate that many manufacturers and retailers not take much stock in it. They continue to ignore it confining their activities to the turnover of goods of a ver grade. The market is fairly well filled with domestic d imported merchandise which may be roughly classed a "cheap stuff," made and bought and sold mainly on the estion of price—not quality.

WHETHER or not it is possible to eliminate this flashy merchandise from other than the "5 and 10 d up" stores, may be a question. But in the past there has always been two types of stores—the one selling reliable goods to satisfy all but the most unreasonable customers; the other, the store which stresses price and is rather weak handed on quality. And these latter stores who are striving to build up sales volume on the price basis, are spurred on by the continual effort to beat the other stores.

IN many department stores it may be desirable to carry a certain proportion of cheap goods, but if the standard of purchasing has increased to the extent predicted by many shrewd business men, it is safer for merchants to concentrate more on quality and less on price in the future. A good many stores have, of course, always adhered to this conservative policy, but a good many have lost not a little prestige and good-will by handling merchandise whose chief merit was low price. A department of this kind of merchandise may not reflect adversely the standing of the store, but it is doubtful if a store can continue to hold the entire confidence of the public when the buyers confine most of their activity in searching for odds and ends of merchandise which may be picked up at a low price for special sale boosting purposes.

STANDARD merchandise must ever remain the strong foundation upon which the retail business structure is built. Special sale merchandise may be good material to pep up sales now and then, but too much of this class of goods is making a hard drive policy, which may result in the store getting a "cheap John" rating by the public. In other words we believe that constructive ability is as of fully as great importance in the retail field as in any other. And to build a business of real prominence, good merchandise, well bought, advertised and displayed, are factors which cannot be well improved upon.

Toy Industry Hits Fast Stride

Sales for Season Showing Up Well and Big Turnover Forecasted for Current Year

A NEW high mark in the retail toy trade will be set during the coming holiday season, if the sales of domestic manufacturers to the wholesale and retail trade are taken as an index for estimating the volume of retail turnover of this merchandise. This was made public by Fletcher D. Dodge, Secretary of the ToyManufacturers of the U. S. A., Inc., who added that the manufacturers were greatly pleased with the large number of early orders that were placed in the Spring. This enabled them to start production promptly and arrange for shipping the goods early enough to meet the requirements of the dealers.

There should always be such co-operation between dealers and manufacturers, continued Mr. Dodge, because it is about physically impossible to make and ship the enormous quantity of American toys now sold every year, if the bulk of the orders from the wholesale and retail distributers are held up until after June 1. The present satisfactory condition represents a big improvement over the early buying last year.

I was talking a few days ago with the sales manager of a concern which is a big factor in two important industries and which makes its toys from what might otherwise be waste material. He stated that because orders were placed with his firm early this year it was possible to keep prices down in spite of increases in labor charges and materials. Continuous production enabled them to reduce certain elements of factory costs enough to balance these increases in expense.

Millions of dollars worth of toys are bought for the children of this country every month in the year. When any one expresses surprise at that statement and wonders why toys are in such great demand, I am reminded that the explanation is like the answer which the colored centenarian gave to the question: "To what do you attribute your long life, Uncle Mose?" "Because, you see, Ah was bo'n a long time back," the old gentleman replied. Toys, too, were "bo'n a long time back."

Among the articles found in excavations of the habitations of prehistoric man, toys were almost always present. Make-believe has always been a source of joy in childhood. A stick or stone can be endowed with imaginary attributes that make it one moment a horse, the next a doll and then a boat, or any one of a hundred things which may be needed for the game the child is playing at the moment. Young children have loved and always will love simple toys, which their imagination can quickly change from one thing to another.

In recent years there has been a remarkable development in the toy industry, which has marked a complete change in playthings for older children. This has come about in response to the demand from both boys ar girls for toys with which they can do something usefu Today children are gaining knowledge from their chem istry sets, construction toys, sewing sets, cooking ou fits, and all of the other playthings in a long list of pra tical toys which only a short time ago no one would hav dreamed they could acquire before they entered hig school.

One question which I find it hard to answer is: "Wh novelties this season have made a big hit?" This is natural question, because new playthings are demande by dealers, parents and children. It has been my observa tion, however, that an overnight success is as rare in th toy trade as it is in any other line. Toys, like anythin else, are a matter of evolution from the crude begin nings in savage times. What we have all seen happe to things we use in our homes, offices and factori happen to toys. A little improvement here, a little chang there, year by year, with no great difference noticeab at any one date, but in a generation the dealers' shelv show that a complete change has been going on.

There have been toys which marked just as startling change in playthings as the automobile caused in tran portation or the motion pictures brought about in amus ments. The toy industry moves, as do other industrie by filling a new need as it arises, or by creating a ne demand by designing new toys that leap ahead into an un tried field of play. Occasionally there comes a new to which is just as totally different from the old toys as th automobile is from a horse and wagon, but both can because there was need for them. We have seen th iron trains that moved only when they were pulled by string changed into mechanical trains which run by cloc work. These, in turn, were followed by the wonderf reproduction of our latest electrical railroad equipme which goes whizzing around curves, over switches an through tunnels driven by the same power that runs th largest locomotives.

But, just as the horse and wagon is still the best mean of transportation in many communities, so the iron train are still with us. They are the kind with which th younger children get their first knowledge of a railroa Instead of the iron train, however, lasting for a whc childhood as it once did, it is now soon put aside for mechanical train, which, in turn, gives way to an ele trical train. A child of 10 years of age, by simply pla ing with his toys, has learned more about railroadi than most adults knew a generation ago.

Change, constant change is the order of the toy indu try. But this does not mean that retail purchasers try find only toys that are different from those they sa

a year ago. They should and do remember when they go out to fill the children's stockings that the toys which have proved popular with the boys and girls in their neighborhood are likely to be the playthings which their children will like best.

In fact, it is surprising to find how many of the favorites of a generation or more are still in demand. There are many of the oldest playthings which have qualities that make them appeal to children year in and year out. For example, the combined sales of such old favorites as checkers, dominoes and lotto run into more than a million sets each year. Parents apparently feel no doubt that they are making the right choice when they purchase an old favorite.

What I have just said, hoever, should not be taken as a warning against new toys. Always look for the novelties. Nothing gives a child more pleasure than to be the "first on the block" to own a new kind of toy or a better grade of an old one.

There is yet another interesting aspect of toy buying, this dealing with what might be called permanent playthings. Children seem to outgrow them faster than they did years ago. The same tendency can be observed in our schools. Subjects that were once taught only in college are now given in high school, and the former high school courses are getting into the lower school grades. Toys that a few years ago might have been appropriate for a boy or girl of eight or nine years of age are now demanded by younger children, and the older ones are asking for those toys which mark the greatest development in playthings, toys with which they can do or make something worth while.

Another important new factor in the toy industry is the appreciation of quality by children. Just as we are spending more in our homes for better rugs, furniture and pictures, for music, for labor saving devices and everything else which goes into the modern home, so children are coming to want toys that are beautiful and durable. It is worth while to spend more on an individual toy today than many realize. Parents are discovering that playthings which are so fragile that they cannot last more than a few days do not give as much pleasure, dollar for dollar, as a larger initial investment in a toy that will stand the handling of children for weeks and weeks.

Department Store Sales Gain 10% in October

Department store sales throughout the United States made an average gain of 10 per cent in October over the same month last year, according to the sales barometer compiled by T. L. Blanke of the Controllers' Congress of the National Retail Dry Goods Association. The highest percentage of increase was reported from the Dallas Federal reserve district which made a 15 per cent gain over last year.

There is only one district showing an average decrease as compared with the same month in 1922. That is in Kansas City district, which reports a 1 per cent decline for October, against a 6 per cent increase in September. Substantial gains are also reported from the following districts: Philadelphia, 12.5 per cent; Chicago, 13 per cent; San Francisco, 12 per cent; Atlanta, 12 per cent; Richmond, 11.5 per cent.

The percentage of stores reporting increases in sales throughout the country is somewhat higher than in September. Of all stores reporting in October, 77 per cent had gains for the month over the preceding year. In September only 70 per cent showed gains, this being the lowest number in several months.

On the strength of the extra day there is a noticeable tendency toward higher percentages of gain in most of the districts. The chart shows that practically all districts east of Chicago are experiencing active business conditions, as are the Far West and Southwest, while the section between Chicago and the extreme West continues to reflect only moderate gains. This has been the case in previous issues of the sales barometer.

In the San Francisco district there was a decided change from last month, when the northern half of the district showed a decrease, while the southern half made a good gain. In October, both sections went well ahead of last year. The southern half had a gain of 14 per cent, while the northern half regained its previous loss and turned in a figure of 9.5 per cent gain for the month. The Boston district shows a slight increase, which can be accounted for to some extent by the extra business day. In the Minneapolis district there was a gain of only 2.5 per cent, against 3 per cent in September, which means the district is just about maintaining its 1922 figures.

Good Holiday Trade Expected

The belief is held in many quarters that the retail holiday trade will be good. While the care-free spending of other seasons, not so long ago, may be replaced by more careful consumer purchasing and "shopping around," it is felt that the business will compare very favorably with that of last year. Retail volume has already begun to broaden by early holiday purchasing and, although the stocks carried are estimated to be slightly larger than those carried last year, there is, if anything, closer attention to the speeding up of turnover. Manufacturers and wholesalers of gift merchandise have done fairly well so far in the orders booked up for this type of merchandise, and there is no indication that their retail sale will be seriously cut into by purchases of more useful articles to be used for presents. In fact, the contrary may be true.

Kresge and McCrory Sales Gain

The S. S. Kresge Company reports sales for October at $7,246,079, compared with sales of $66,018,545 for that month last year. The sales for the ten months totaled $61,263,526, as against $48,363,204 for the corresponding months of 1922.

The McCrory Stores Corporation sales for October were $1,877,287, as against $1,435,686 for October, 1922. The ten months' sales amounted to $15,961,600, compared with $12,570,724.

China and Earthenware Exports

Domestic exports for the month of September of china and porcelain wares, show an increase of $8,200 in table, toilet and kitchen ware and an increase amounting to $6,238 in other ware. Earthenware exports for September of toilet and kitchen ware show a decline of $4,286 and other earthen, stone and crockery ware a decline of $11,890. Department of Commerce figures for September just published follow:

France	—	75
Greece	—	330
Netherlands	—	264
Spain	—	21
Sweden	—	65
England	—	1,677
Canada—Maritime Provinces	20	—
Quebec and Ontario	4,098	4,796
Prairie Provinces	1,048	448
Brit. Col. & Yukon	32	353
Costa Rica	12	97
Guatemala	25	54
Honduras	519	11
Nicaragua	361	4
Panama	350	97
Salvador	—	17
Mexico	634	1,700
Newfoundland and Labrador	—	38
Bermuda	380	743
Jamaica	12	63
Other Brit. West Indies	187	277
Cuba	873	618
Dominican Republic	243	497
Dutch West Indies	—	17
Haiti	484	—
Virgin Islands of U S	16	—
Argentina	10	13
Brazil	22	264
Chile	617	—
Colombia	198	1,229
Peru	125	53
Venezuela	18	—
China	29	—
Hongkong	33	—
Japan	6,372	51
Philippine Islands	—	386
Australia	554	280
New Zealand	—	39
Total	17,267	14,577
France	—	145
Spain	—	58
England	—	704
Canada—Maritime Provinces	—	682
Quebec and Ontario	314	14,848
Prairie Provinces	101	1,333
Brit. Columbia & Yukon	150	162
British Honduras	14	—
Costa Rica	—	47
Guatemala	—	20
Honduras	214	1,302
Nicaragua	4	79
Panama	299	804
Salvador	—	42
Mexico	418	3,408
Newfoundland and Labrador	24	38
Bermuda	20	338
Barbados	—	23
Jamaica	860	185
Other Brit. West Ind.	—	5
Cuba	588	20,389
Dominican Republic	132	449
Haiti	318	23
Virgin Islands of U. S.	—	42
Argentina	—	1,677
Brazil	—	147
Chile	—	54
Colombia	194	404
Dutch Guiana	70	—
Peru	209	3,842
Venezuela	—	141
China	223	291
Chosen	37	—
Japan	—	285
Philippine Islands	55	1,968
Australia	—	164
Liberia	-	17
Total	4,244	54,150

German Trade Conditions

According to trade reports the Prussian Chamber of Commerce says, in its monthly report, that in the table and hollow glass industry business was smaller than during the preceding month. The lack of working capital and the extemely high rates for bank credits make production considerably more difficult. The industry was obliged to fix prices in gold marks. Sales at home and abroad were quite small, and the prices obtainable abroad were so low that the mills in some cases could not even obtain half the absolutely necessary inland sale prices. The correspondent of *Le Verre* in Germany reports:—The glass industry is still very busy, and the new establishments continue to be opened. Hugo Stinnes has founded a joint stock company for the manufacture of Gablonz fancy glassware on a large scale. The works are in course of construction at Hirschberg (Silesia), on the Bohemian Frontier, from whence it is hoped to obain a good supply of specialized hands. The Czecho-Slovak manufacturers are doing their best to hamper this competition at their very gates, and the Government have been asked to forbid the machinery being supplied, and also the emigration of hands. The struggle between the old methods of production and the application of all the resources of modern technics has now commenced in this industry, which was still on the basis of a home-work industry. Prices, after having followed the insane drop in the paper mark, are now being calculated in gold marks by all producers. Coal coming from the Ruhr costs 28.08 mk. gold since mid September last, per ton. The Central German Holloware Association, at Dresden, is calculating one shilling per gold mark. If payment is made in paper marks, the value of the pound sterling is taken on the day when payment was made.

Russian Porcelain Production

Corresponding to the extended operations of the Russian Glass-Porcelain Trust, the output for the current working year beginning Oct. 1 was almost double that of last year. The 1923-24 glass production is estimated at 1 million poods, against 526,000 poods done last year; and the porcelain, etc., production is intended to be 30,000,000 pieces, against 15,000,000 pieces last year. Severe concentration of production is to be the policy; but it is felt that, in response to a felt weakness in the market, the proposed increase in glass production may be modified. And additional furnace enlarges the productivity of the Klyutchinsky factory, and a new one has been started in the Klinsky works. Another is being installed at the Rybinsk factory, which will put it on a pre-

war basis. Mechanical power is taking the place of hand labor in the composition of masses of glass in the Velikodvorsky factory. At present the Trust has ten factories at work—four porcelain, six glass. The Dulieff factory produces colored goods.

British Exports and Imports

British exports to the United States for Sept. show a decline of about 10,821 cwt. The foreign trade in British products for the month of September, 1923, as compiled by the *Pottery Gazette* of England, are as follows:

EXPORT OF CHINA, EARTHENWARE AND GLASSWARE

	Month Ended Sept. 30 1922	1923
	cwt.	
POTTERY:		
To France	46,133	9,917
" U. S. A.	24,329	27,969
" Brazil	6,981	5,493
" Argentine Republic	42,991	23,164
" British South Africa	7,778	7,352
" British East Indies	19,815	34,597
" Australia	14,433	20,981
" New Zealand	6,320	9,185
" Canada	57,507	31,820
" Other Countries	89,127	159,696
Made up as follows:		
Porcelain, Chinaware, and Parian	1,169	1,414
General Earthenware, Semi-Porcelain and Majolica	52,461	73,491
Stoneware	1,617	3,575
GLASS:		
Illuminating	364	566
†Domestic and Fancy	1,420	2,783
Bottles and Jars....gross	32,121	21,136

IMPORTS OF CHINA, EARTHENWARE AND GLASS

POTTERY:		
Porcelain, Chinaware and Parian	968	1,077
All other	21,997	45,895
GLASS:		
Illuminating	13,488	14,094
†Domestic and Fancy	33,435	46,439
Bottles and Jars....gross	92,345	81,601

RE-EXPORTS OF CHINA, EARTHENWARE AND GLASS

POTTERY:		
Porcelain, Chinaware and Parian	144	21
All other sorts	116	128
GLASS:		
†Domestic and Fancy	333	636
Bottles and Jars....gross	1,749	932

† Including cooking utensils, table glassware, ornamental glassware.

English Glass Trade

In its current review of the British Glass situation the *Pottery Gazette* and *Glass Trade Review* says in part:

It cannot be reported that there is any material change for the better in the glass industry, but it is some satisfaction to know that a slight improvement is observable in one or two branches. The leading glass firms are pretty regularly engaged, but the majority of manufacturers could do nit a great deal more business than they are able to secure. Competition is very keen, especially on the part of Continental houses. This is especially the case as regards tableware and lighting glass, which in many instances is offered at prices which the manufacturer in this country cannot possibly produce at, having regard to the higher wages he has to pay, the cost of raw material, which does not get any cheaper, to say nothing of the hevy burden of local rates and imperial taxation. Happily, local rates are being sensibly reduced in numerous instances, but the relief is not so substantial as would at first sight appear, owing to the increase in assessments. In Birmingham manufacturers will have to continue paying rates of 16s. in the pound, but they get some relief in the shape of a reduction of sixpence in the price of gas.

There seems no end to the troubles experienced by glass firms. Just now bitter complaints are being made that foreign table glass is being offered in suites under recognized names to delude the public that it is of British production. The names do not figure on the glassware itself, for that would be a breach of the Merchandise Marks Act, and bring the offenders within the reach of the law. The object of the Act is defeated by packing with the goods show cards bearing the names of places such as "Oxford Street" and the like, the idea being that the retailer will place this card on the foreign glass he exhibits in his window. I understand that the attention of the Government Department concerned will be called to this insidious attack on the trade, but it is somewhat doubtful whether anything can be done to stop it without an alteration of the law. The Customs authorities could, of course, confiscate the cards, but this would be a laborious business as it would mean unpacking practically every article. But it is obvious things cannot be left as they are.

Merchants Unite for Higher Business Standards

The Better Business Bureau, which was organized last year to war on stock swindles and bucket shops, will enter a new field shortly after January 1, with a view to placing commercial practices on a plane that will be above criticism. It was announced recently by H. J. Kenner, President of the bureau, that a committee of merchants had enlisted in co-operation with the Better Business Bureau. The committee is headed by Michael Friedsam, President of B. Altman & Co. Other members include Jesse Isidor Straus of R. H. Macy & Co., Horace A. Saks of Saks & Co., Bernard F. Gimbel of Gimbel Brothers, Celsus P. Perrie of James McCreery & Co., and Clarkson Cowl, of James A. Hearn & Son, Inc.

"Accuracy in advertising and selling needs to be safeguarded in every way," according to Colonel Friedsam in commenting on the new undertaking, "by the reputable retailer and wholesaler also in order that public confidence can be increased. The work planned for the Better Business Bureau in the merchandise field is of an importance which cannot be overestimated. It will build better business for New York and will protect the good name of this commercial community.

"The Bureau's work will be extended to include all classes of mercantile business at the request of the merchants themselves." said Mr. Kenner. "Toward the budget required for the first year's work of the Merchandise Sec-

tion about $20,000 has been pledged by Manhattan department stores and $5,000 has been pledged by officers of the National Association of the Fur Industry. The matter of participating in the work has been favorably considered by the Retail Shoe Dealers' Association of Greater New York and by the Executive Committee of the Retail Clothiers' and Furnishers' Association of New York State.

"Many bad practices can be eliminated by simply pointing them out; to correct other abuses, only moral suasion or an appeal to community pride will be required; while in some few cases of advertising and selling deceptions the Merchandise Section will act in the public interest by recourse to the courts on the basis of law enforcement."

Barker, Rose & Clinton Co. Add New China Department

Officials of the Barker, Rose & Clinton Hardware Co. of Elmira, N. Y., have announced an important change which recently has been effected and by virtue of which the wholesale departments of the business will be conducted entirely at the warehouse on Baldwin Street where additions have been made to accommodate the wholesale part of the business. This will leave the Lake Street store entirely to the retail, mill and motor supply departments.

The Lake Street building, according to the report of the firm's officials, has long since proven inadequate. Erected in 1890, the building has been crowded for space. Additional stores and warehouses have successively been added to house the time, the retail business has multiplied greatly.

The second floor will be entirely devoted to housewares, and will be augmented by several new lines including china and glass wares. A new stairway will be installed in addition to the passenger elevator. A rest room also will be located on the second floor. Hiram Teter will be in charge. The accounting offices of the retail department also will be located on the second floor and will be in charge of Walter K. Whitley.

The third floor will be used for surplus retail stock and for the mill supply headquarters under the direction of William Boardman, who recently celebrated the twenty-fifth year of service with the company.

The fourth floor will be devoted to toys, radio supplies, sporting goods and the like, and will be in charge of Leonard R. Clinton.

S. Edward Rose is general manager of the retail department, while Howard Kimball is general manager of the wholesale department. Frank Brydges will assist Mr. Kimball, who will in turn be assisted by Robert Huntington, Eugene Stowell and Charles Atwater, Guy Griswold will be in charge of the wholesale accounting and credit offices which are being erected on Baldwin Street near the warehouse.

A New Check Passing Scheme

Attention is drawn by the Indiana Retail Dry Goods Association, in its latest bulletin, to a new idea in connection with the passing of bogus checks. The usual plan adopted by the crook who offers a worthless check is to make a small purchase and offer in payment a check for a larger amount, obtaining the balance in cash. Under the new method the crook offers a check for a smaller amount than the purchase and pays to the store the difference in cash, thus disarming suspicion. It is evidently just as important to be on one's guard against cashing a check under the one condition as it is under the other.

Wheelock Store Now One of Largest China Stores In West

With nearly 4,000 square feet of floor space added to the beautiful store of George H. Wheelock & Co., South Bend, Md., it is one of the largest combined china, art and specialty stores in the central west. This additional space is provided by the erection of the American Trust company's banking house at Michigan Street and Washington Avenue, the Wheelock store occupying the second floor over the banking quarters, really the third floor of the attractive new building. The room extends from the Wheelock building on the west eastward to Michigan Street, the full length of the bank building, and has the entire Washington Avenue frontage.

The new room is tinted in an ecru shade with window hanging and lighting fixtures to harmonize. Deeper colored linoleum covers the floor and on this a darker shade of carpet. Nearly the entire north side of the room is occupied by display cabinets in exquisitely grained American walnut with sliding doors or plate glass. These cabinets are brightly lighted from within so that goods may be shown with the best effect. At the west end of the north side of the room is a small business office. Near it is an alcove also fitted with walnut display cabinets.

This new room is devoted to French pictures of various types, lamps, lamp shades, furniture and general art objects. The length of the room, the well arranged cabinets, the natural and artificial lighting effects and the harmony of colorings make the addition to this well known store admirable for the purpose selected. The second floor of the main building is now devoted almost exclusively to dinnerware and fine china. Formerly it was used for china, lamps and furniture.

The change gives opportunity for the better and more attractive display of china, a gratifying arrangement for the prospective purchaser. Other departments remain the same except that the large stock rooms have been transferred to the top floor of the three story brick building across the alley on the west.

Credit Men to Meet in Buffalo

Buffalo has been chosen as the location for the Credit Congress of 1924, the twenty-ninth annual convention of the National Association of Credit Men. The thirty-odd thousand wholesale, manufacturing and banking members of the association are being notified by the national secretary, J. H. Tregoe, that Buffalo, the credit convention city of 1899, has again been chosen and that the dates will be June 10-13.

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are Doing to Promote Trade in China, Glassware and Allied Lines

By Beatrice Miller Wisner

BEING transported to the Glass, China, Pottery and Lamp Departments of John Wanamaker, L. J. Gasper, buyer, which occupies the entire second floor of the New Building, is like getting a glimpse of the dazzling beauty of "Alice in Wonderland's" fairyland Glass Palace. The exquisite harmony of detail which has been accomplished by Mr. Gasper, shows not only his vast experience in the selection of artistic wares, but the masterful handling of effects, both in lighting and arrangement of lamps and articles which would be most appreciated and recognized by the passing public. Mr. Holden, in charge of the New York store has aided with his knowledge and natural ability in the correct placement of objects. A fifteen minute conversation with Mr. Holden, is convincing of his familiarity and large acquaintance with European potteries and the foreign make of glasswares falls from his lips as glibly and readily as the A. B. C.'s of a precocious child. One of the most noticeable features of the department is that there exists no crowding of objects, each article has a distinct and important place and every item shown is new. There is not one single old or out-of-date piece of pottery or glassware in the large assemblage. Passing from the Old Building over the Bridge, which is lined on each side with attractive cabinets showing specimens of English, French and Italian wares, with lovely rose draperies for decoration, the visitor is led by an alluring spell to the main room where a galaxy of exquisite pottery, china, glassware and lamps is revealed. Facing the Bridge entrance and the elevators, are rows of tables displaying French, Italian, Czecho and English pottery of the most exquisite coloring and modeling. Lovely lamps with gorgeous shades of silks and chiffons are placed on each table, diffusing a soft gentle light about the room. Special tables are devoted to individual imported wares including splendid Wilton, reproducing the period of Kang Hsi in dark blue coloring with significant oriental scenes in gold tracings, Royal Lancastrian of wonderful color, Staffordshire, Gouda Art Pottery, and an interesting collection of Mexican Pottery from the hands of three tribes: Aztec, Toltec and Maya, the last mentioned tribe makes only one design of decoration on all its objects. This is a weird conception of entwining scrolls in fanciful patterns, and is valuable from its native and faithful execution. There is a special room for American pottery, which is well represented, including Fulper, Haeger and Niloak, and a delightful and very comprehensive display of French Terra Cotta enameled and glazed, showing every bird and animal on the calendar. These figures have been wonderfully popular during the present season, and have created wide enthusiasm among lovers of ornate objects. The color, posing and modeling of each animal and bird is a truthful study of living creatures. Through the center of the division is placed a number of Gift Tables, specially priced, ranging from $1.50 to $25.00. On these tables are suitable small gifts of both European and Domestic wares. An extensive space of the department is given over to dinnerware, representing 168 different open stock patterns; coin gold and color border decorations. Cups and saucers of over 365 odd fancy varieties have a large showing, as has also a special assortment of odd plates, short stock, and numerous patterns in breakfast sets which occupy an individual room.

The Glassware section shows beautiful Venetian, French and Rock Crystal items, while stemware has an attractive setting in cabinets with indirect lighting, intensifying the beauty of the glassware. Extraordinary examples of this stemware with the stem in various colors; amber, blue and green, add to the loveliness of this unrivalled glass division. At the rear of the department is housed an unusual variety of lamps and shades in all the newest designs and shapes: Pagoda, Oval, Umbrella, with novelty trimmings and heavy silk fringes, combined with excellent pottery or metal bases, give soft alluring light through chiffon, silk or parchment, enticing many visitors to this pleasing department where bridge, table, junior and boudoir lamps of exceeding beauty are to be found. A variety of decorative candlesticks and fancy candles is also shown in this division. About the whole department are placed hand wrought-iron fern stands and odd pieces of garden furniture; marble and stoneware which add to the effectiveness of the arrangement. Mr. Gasper has left nothing undone to bring every object conspicuously to the foreground, with special regard to the convenience and gratification of the shopper. A visit to this delightful and interesting Glassware, Pottery and Lamp Department would certainly make a perfect ending of any day.

A most sensational window is being featured by Ovington, the Gift House of Fifth Avenue, showing the popular Chinese game Mah Jongg, in a very effective way. The game is attractively placed about the floor of the window in handsome oriental boxes, some inlaid pearl and black lacquer, others of plain red and black lacquer, with the chips of ivory and bone shown in the open counter holders. At the back of the window, stands a large lattice screen with inserts of Chinese painted figures. An ex-

(Continued on page 24)

CAUGHT IN THE NEWS NET

A WIDE circle of friends in the trade will regret exceedingly to learn that H. H. Windhorst, who has been manager of the Cox & Co., house furnishing department for fifteen years, is not progressing as rapidly as might be wished from an operation for the removal of his eye in September. The sight of the remaining eye has also become affected and while his doctors believe that it is a condition that will right itself, it is keeping him confined to his room at the New York Eye & Ear Hospital. He is greatly pleased to have any of his friends call to see him any Wednesday or Saturday, between the hours of ten and twelve in the morning, when he is allowed to see visitors.

Charles B. Levy of the Maddock & Miller traveling staff returned to headquarters on Monday after a tour of his territory through the south.

Oliver S. Atterholt, general manager of the Utility Glass Works, Lonaconing, Md., as a visitor in New York this week discussing local conditions with Frederick Skelton, the concerns representative here.

John Postley left Tuesday for a week's trip to Philadelphia, Baltimore and Washington.

George O'Hara buyer for Shartenberg & Robinson, Pawtucket, R. I., is in town this week placing orders for goods for immediate delivery.

J. G. Goldsmith was in the city this week on his initial buying visit for Mendel & Harris, formerly Mendel's Inc., New Haven, Conn.

E. H. Hammond Enlarges Decorating Shop

E. H. Hammond, the well known manufacturers agent, who is also conducting a very successful glass decorating business, at 549 W. 22nd St., has doubled the capacity of his factory in anticipation of a big increase in the demand for his line for the coming year, which has already begun to manifest itself in advanced orders. He formerly occupied the entire third loft and he has now taken the fourth loft as well. He expects to add many new items to his line for 1924.

Irwin Acquires Representation of Economy Tumbler Co.'s Line

Having outgrown his present display facilities and taken larger quarters on the same floor in the Fifth Avenue Building, D. King Irwin has acquired the New York representation of the extensive line manufactured by the Economy Tumbler Co., Morgantown, W. Va. In addition to this well known general glassware line, Mr. Irwin is the local representative of the Paden City Glass Mfg. Co., Geo. W. Murphy, the National China Co. and the Iroquois China Co. As soon as the extensive alterations are completed, Mr. Irwin will occupy suite 319 and is planning to make individual displays of the attractive lines he represents and will probably occupy his new showroom about Dec. 1.

P. G. & B. Salesmen's Association Hold Special Meeting

A special meeting of the Pottery, Glass & Brass Salesmen's Association of America, was held in the rooms of the Crockery Board of Trade, Nov. 13, to nominate officers and take up the matter of holding the customary annual banquet. President E. W. Hammond called the meeting to order and a letter of resignation was read from Treasurer George Hamilton, who desired to be relieved from the cares of office owing to impaired health. In accepting the resignation it was moved to send a letter of appreciation to Mr. Hamilton and spread the same on the minutes, in token for his loyalty in faithfully serving the Association for the past fifteen years. W. E. Doctor was unanimously nominated to fill the treasurership and the following names were placed on the ballot: For president, Edward W. Hammond; vice-president, Julius Rosenfeld; treasurer, W. E. Doctor; secretary, L. S. Owen.

For directors the following were nominated: L. D. Seixas, W. Q. Wilcox, Charles Hermann, Langley Hawthorn, Chas. A. Postley, Justin Tharaud, L. J. Gasper, W. M. Warrin and Walter Browning. A motion was made and carried that the fourth man serve out the unexpired term of W. E. Doctor.

For territorial vice-presidents: San Francisco, Moey K. Lindner; Boston, William McQuillan; Philadelphia, A. S. Baker; Montreal, A. J. Tourangeau and Robert A. May; East Liverpool, J. W. Mackey; Trenton, William D. Scammell; Chicago, E. M. Meder and John Ling; Toronto, William Junor; Baltimore, Howard S. Bokee and Paul Beck; Cleveland, Chas. J. Dooley; Seattle, Alois Lind; Albany, E. H. Wade; Lancaster, Robt. Yarwood; Detroit, Ralph King, John Henry, Leon Neubrik; New Orleans, Fred M. Taylor; Pittsburgh, L. Binsberger, Carl Hoffman; Corning, Chas. M. Potter.

At the conclusion of the nominations, the discussion of holding the annual banquet was discussed at length and a motion was carried to fix the tentative date for the first weeks of February. A banquet committee was appointed consisting of E. W. Hammond, chairman, J. J. Hines,

Gilbert Pitcairn, A. G. Steer, David Pasmantier, F. Calvin Demarest, Chas. A. Postley, Howard R. Handy and Charles Hermann. The date for the annual election of officers will be held on December 21. Nathaniel L. Lee, with the Nonik Glassware Corporation was elected to membership.

Wedgwood Heads Red Cross Committee in Trade

With seven representative men as associates, Kennard Wedgwood, president of Josiah Wedgwood & Sons, Inc., of America, has been chosen as head of the Red Cross Membership Roll Committee in the China and Glass trades this year in an effort to secure the quota alotted for these trades, this amount being $2,000.

American Red Cross is the one emergency organization on which Americans depend in case of any calamity or disaster. Its usefulness was exhibited in the manner in which it raised over $10,000,000 in this country and over $2,800,000 in New York City for the recent Japanese disaster fund. None of this money was used to defray the expense of that appeal, however, all costs being carried by the home funds of American Red Cross. The Greater New York Chapters of American Red Cross are the last court of resort for our disabled war veterans; they are doing useful work, and very inexpensively, in this respect. In recognition of these facts Mr. Wedgwood and his committee feel that American people canot well let down this organization with less than the annual budget it has demonstrated it needs and which it is expending most economically and efficiently.

OBITUARY

William Whipple

William Whipple of the firm of Eaton & Whipple Company of Fitchburg, Mass., died last week after a long illness. Mr. Whipple was well-known to the New England trade and will be greatly missed.

Buyers in New York

November 8th, 1923

R. H. Yarwood, china, housefurnishings and toys, Hager & Bro., Lancaster, Pa., 315 4th Ave. (D. G. Alliance).

Mrs. M. Wells, gifts, Lion D. G. Co., Toledo, Ohio, 23 East 26th St., (W. T. Knott).

E. A. Kenets, lamps, C. H. Sharpe, glassware, J. M. Adam & Co., Buffalo, N. Y., 16 West 39th Street.

I. Reichman, Toys, United Dollar Stores Co., Charlottesville, Va., 303 5th Ave.

L. Reins, dolls, Reins & Meiss, Cincinnati, O., 149 4th Ave., Room 402.

S. Weinrub, gifts, Vanity Fair, Denver, Colo., 370 7th Ave., Imperial.

H. Jones, gifts, Duffy-Powers Co., Rochester, N. Y., Imperial Hotel.

M. Levy, lamps, Lasalle & Koch, Toledo, O., 225 5th Ave., Retail Research Assn.).

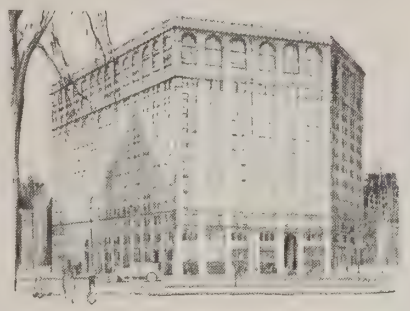
November 9th, 1923

J. Bason, china, lamps and housefurnishings, Palais Royal, Washington, D. C., 220 5th Ave. (F. Atkins).

November 10th, 1923

J. W. Horne, toys, Kaufman's Dept. Store, Pittsburgh, Pa., 126 Broadway.

(*Continued on page* 24)



New York Headquarters for House Furnishings

IF you are making a buying trip to New York, begin at the Fifth Avenue Building. Here you will find the New York offices and salesrooms of the leading manufacturers in this line. Their sample stocks form one of the finest and most extensive displays ever gathered under one roof for permanent exhibition.

THE FIFTH AVENUE BUILDING
Broadway and Fifth Avenue
at Madison Square, New York
"More than an office building"



WHAT THE POTTERIES ARE DOING



SO keen is the interest of manufacturers in the desire for steady production, that the loss of one kiln during the week is felt for from one to two weeks thereafter. Such was the declaration of one of the largest concerns in the district this week, when it was pointed out that when a kiln was lost during a week, a decline in shipments was the result.

The volume of ware in a kiln may seem a small matter to some outside observers, but when it is taken into consideration that particular items may be fired in a belated kiln, it is impossible to forward an order in its entirety unless the entire specification is placed on the floor, either to be shipped in plain white, or sent through from the glost warehause to the decorating department.

Manufacturers are very anxious to forward shipments with all possible speed, but when there is a scarcity of items to complete particular orders, shipments therefore are at times held up unintentionally.

Where production is maintained steadily, there is never a delay reported in shipping. When kiln production falls down, shipments of course are held up.

The management of the Hotel Willard, Washington, D. C., has forwarded a confirmation to T. A. McNicol, chairman of the executive committee of the United States Potters Association here, of reservation for rooms for the manufacturers and associate members of the association who will attend the annual meeting of the United States Potters' Association at Washington, Dec. 4-6 next.

The annual banquet of the Association will be held the evening of Wednesday, December 5.

Chief Assistant Manager T. J. Crocker, of the Willard has suggested to Mr. McNicol that members of the Association make their reservations for rooms as far in advance as possible, as the Willard will be crowded to capacity at that season, on account of the opening of the next Congress.

A program of intense interest is being prepared for the next Washington meeting, which no doubt will include an extended visit to the ceramic department of the United States Bureau of Standards.

Among the buyers visiting the local pottery market during the last few days included F. L. Van Deman, with Butler Bros.; Maurice Bergman, Joseph Hoffman with the Eastern China Co., Louis Klayf, with Bloomingdale Bros., New York; John J. Ingalls, Chicago.

"I question very much whether we will be able to ship all the January business we now have on file," was the salient comment of one generalware manufacturer in this district during the last few days. "We've been booking 1924 business for several months, and for the first quarter we're pretty well settled, so far as ability to produce and ship is concerned."

All manufacturers are not in the same boat as this particular factory, although it is generally admitted that future orders are very active, and that they are in almost daily receipt. And future orders means 1924 shipping dates.

The suggestion made by some buyers visiting the local district of late when they visit local plants that they are able to get merchandise at a slightly lower market than quoted has failed in its intent to "bear" the market.

"If the situation is as you have put it, that you can buy a pattern similar to ours at a lower market, why don't you place your order with that factory?" was the suggestion to one buyer who made the advancement.

"Well, we like your merchandise, and we'll place the order with you if you meet the price we've been quoted."

"We don't want to see your concern lose money, so place your order where you can get the merchandise at the lowest market," the buyer was advised.

There was more talk, and then, to make a long story short, the buyer in question left his specifications with the concern he wanted to "meet the price." It since developed there was no "price to meet," the buyer only attempting to get the concern whose merchandise he wanted, to lower its market.

The strike of the stoneware pottery workers in the Crooksville, O., district is at an end. Workers have been "out" since May last, when they demanded an increase of 75 cents per day. Manufacturers at that time offered a compromise. The suggestion was rejected. Cold weather is at hand, and employment is being sought by the strikers, but at the same wage they left the plants six months ago. Within a few weeks all the stoneware shops in the Crooksville district will be operating at capacity.

William Burgess, aged 84 years, long considered the oldest active potter employed in the East Liverpool district, and directly interested in the management of the West End Pottery Co., died suddenly while at his tasks in the plant the morning of Nov. 7th. Mr. Burgess was born in England in 1839, and in 1889 began the production of bone china on a commercial basis, the first time such effort was ever made in the United States. He was

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GLASS FACTORY ACTIVITIES



WHILE the demand for glassware appears to be quite active, it is reported by some buyers that some factories are still able to take on business for current season deliveries. Some few weeks ago it was said in this district that while some 1924 shipping specifications were being received, manufacturers were interested just at that time in getting business for November and December forwarding.

There are some lines of glassware, however, that have been in quite heavy request for last quarter delivery, and little if any more business can be accepted for these items. Some blown lines are said to be about sold up for this year, but on other offerings, manufacturers can still accept business for current year shipping.

Interest in the membership campaign for the Western Glass & Pottery Association continues, and during the last week a number of new membership applications were secured in this district and forwarded to Watson W. Lang, secretary-treasurer, at his office at Cambridge Springs, Pa. It is the opinion of members of the board of directors located here, that the increase in membership this season will be the greatest for any one year since the Association was formed.

Glass containers and headlight lenses will be featured in the new plant of the Sweet Glass Co., which has been formed at Monroe, La., by A. H. Sweet, who has also been elected president and general manager for the corporation.

The new sample room of the United States Glass Co., in the Jackson Building, Liberty avenue near Smithfield, is "open for business," as Henry W. Nickel, who is in charge of the new office has put it. Hereafter it will not be necessary for buyers visiting the local market—to go to the offices on the Southside, unless it is desired to transact other business. The complete lines of the States has been attractively displayed in the new rooms, which are the most elaborate of the character to be opened in this district. Side show cases are trimmed in white, and table displays are very attractive. All of the new lines of the States have been placed in this new show room.

It is the opinion of factory sales managers hereabouts, that should the holiday trade prove as active as buyers have been anticipating, there will be heavier buying during the three weeks of the January Pottery and Glass Exposition than ever before. While it is true that while department store buyers have anticipated holiday requirements in somewhat larger volume than has been their custom heretofore, yet the trend of opinion is that these goods will all move out, and that new merchandise will be in sore need for January. As a matter of fact, some January sales glass stocks have been ordered already, and these packages will go forward in December. Then will follow the heavy January rush for first quarter business.

Included in the recent robbery of the Stone & Thomas Department store, Wheeling, W. Va., wherein a loss of $48,000 was sustained in stocks, bonds, notes, cash and merchandise, was five $1,000 bonds of the Davies Glass Mfg. Co., Martins Ferry, O. The thieves are believed to have been the same that robbed the Moyer Bros., Deparement store, East Liverpool, O., of over $4,000 in cash, checks and merchandise early Monday morning.

Belgian Glass Production

In cut glass, bottles, and hollowware, wages have been increased 10 per cent. in the Borinage, at Chênée, Fraire, and Fauquez. At Manage 10 per cent is being offered upon condition that they are at liberty to engage their staff without the intervention of the Syndicate. The proposal has been accepted by the workers. Advances of 10 per cent have also been made at Meuse, Morialme, and Monnignies. As regards the organization of work, it is reported that Val. St. Lambert will abolish night work on and after Jan. 1, 1924. This is the last Belgian establishment where night work is in vogue. The old "Verrerie d'Hemixem" is now about to disappear for good and all; the buildings have been sold for one million francs' worth of shares to the new "Société Clouteries et Trefileries d'Anvers" at Hemixem. A new furnace is being built at the "Verreries de Boussu" (Pourleur) and at Neufvilles. Work at the "Verreries de Jemeppesur-Meuse" is pursuing its normal course. At Moll, adds *Le Verre* the first trials are being made with the manufacture of white glass, and it is hoped that it will prove as successful as the production of black glass there. Reports from Ottawa: "A statement prepared by the Bureau of Statistics shows that there is a noticeable increase in the imports of most lines of glass from Belgium. A monthly average of all glass imports from Belgium this year totals $238,469, as compared with $177,973 last year."

Purchasing Power of $1 Now 64 Cents

Prof. Irving Fisher announced that last week's prices averaged 154 per cent of the pre-war level. The purchasing power of the dollar, he said, was equal to 64 8-10 pre-war cents. Crump's index number was 149.

Merchandising News from the Stores

(Continued from page 19)

quisite lacquer and gold table occupies the center of the window, while large bronze and cloissonne vases and exquisite oriental lamps add to the effective decoration. Teakwood tables, incense burners, Chinese ornaments and draperies enhance the unique setting. This window attracted hosts of Mah Jongg enthusiasts seeking the game for Holiday Gifts.

Some very attractive glassware, bird cages, lamps and housewares are being offered at James McCreery & Co. In the glass department, John F. Aldrich, buyer, is a collection of unusual console sets, in lustre, iridescent blue glass, brilliant in color and symmetrical in modeling, consisting of two candlesticks and ample bowl on a black stand, complete at $1.50, tinted fruit or flower bowls, iridescent, Jade, Blue or Russet, with black stand, at the remarkable figure $1.00, are a few of the specialties at the popular sale prices. Wrought Iron Bird Cage Stands, graceful in modeling, suitable for porch or summer home, 65 inches high, at $1.95 and an excellent assortment of Imported Porcelain Cereal Sets, 15 pieces, decorated in several patterns; 6 cereal jars, 6 spice, 1 salt box, 1 vinegar cruet and 1 oil cruet at $4.75, with an assemblage of Vacuum Bottles, pint and quart sizes, seamless corrugated brass case with nickel finish, pints at $1.95 and quarts at $2.95, are some of the outstanding values in the housefurnishing department, J. Becker, buyer.

Theresienthal Fine Crystal



Palmero Shape—Patented Shape

Beautiful two-tone color effects in Amber, Blue, Green, Turquoise, Iridescent, Berstein, Ruby, Amethyst, Coral, Canary, Aurora.

If you are not coming to New York we shall be pleased to inform you when our travelers will be in your vicinity with a full line of samples to select from if you will drop us a line.

Import and Stock

FRED C. REIMER CO., Inc.

141 Fifth Avenue (at 21st St.) New York Phone, Ashland 7032

Beautiful lamps are on sale at Bloomingdale's lamp department, L. Klayf, buyer, including Junior, Bridge and Floor, modestly priced at $15.00. The Junior or Bridge lamps are finished in Gilt and colors. One Floor Lamp shows a fluted upright and Mahogany Wood finish base, and a very attractive Bridge Lamp is graceful in unusual design. These lamps have harmonizing silk shades trimmed with silk fringe. An extraordinary "King Tut" lamp complete for $1.50, composition base in the form of an Egyptian figure with silhouette decorated paper shade is ornamental and useful, while the desk lamps at $2.75 are very gratifying for intensive use. The flexible arm permits the lamp to be adjusted to any desired angle. This lamp has a metal base with parabola shade. Among the Boudoir class are Gilt, Ivory and Mahogany finishes, with ten-inch hexagon shape Silk Shade, trimmed with gold braid; complete with one light and key socket, at $2.25. Many floor lamps in excellent designs and appropriate shades comprise some of the new numbers which are included in the sale at popular prices.

Caught in the News

(Continued from page 21)

November 12th, 1923

S. M. Averill, lamps, Jordan Marsh Co., Boston, Mass., 432 4th Ave.

November 13th, 1923

J. G. Anspach, housefurnishings, W. F. Gabel & Co., Altoona, Pa., 240 Madison Ave.

L. W. Clark, housefurnishings, J. L. Brandies & Sons, Omaha, Neb., 1134 Broadway.

R. W. Miller, china and housefurnishings, W. L. Milner Co., Toledo, O., 116 West 32nd St.

W. W. Mosher, housefurnishings, Sibley, Lindsay & Curr, Rochester, N. Y., 432 4th Ave.

F. L. Warrin, housefurnishings, Callender, McAuslin & Troup Co., Providence, R. I., 240 Madison Ave.

C. Smith, china and housefurnishings, Brown, Thompson & Co., Hartford, Conn., 240 Madison Ave.

C. E. Johnstone, housefurnishings and china, M. O'Neill & Co., Akron, O., 1115 Broadway (Sostman).

November 14th, 1923

G. Fowler, S. Hall, housefurnishings, Fowler, Dick & Walker, Binghamton, N. Y., 23 East 26th St. (Mdse. Reporting Co.).

R. M. Dean, toys, R. H. White Co., Boston, Mass., 432 4th Ave.

George O'Hara, housefurnishings, Shartenberg & Robinson, Pawtucket, R. I., 315 4th Ave. (D. G. Alliance).

W. W. Mosher, housefurnishings, Sibley, Lindsay & Curr, Rochester, N. Y., 432 4th Ave.

NARCISSUS BULBS

PAPER WHITE :: TRUE GRANDIFLORA

For growing in bowls.
Size and good condition guaranteed.

	Present Prices	Per 1000
12-15 centimeter bulbs,	1250 per case	$17.00
14-16 " "	1000 "	23.00
15 & up " "	900 "	27.50

Packed and F.O.B. New York.

Write for prices on 10 or more cases.

McHUTCHISON & CO.

95 CHAMBERS STREET NEW YORK CITY

BOSTON NEWS NOTES

By

RICHARD D. GRANT, REPRESENTATIVE

BOSTON OFFICE
5
IDLEWILD STREET
ALLSTON
MASSACHUSETTS

THE governing council of the Retail Trade Board of the Boston Chamber of Commerce elected officers for the ensuing year at a luncheon meeting held at Young's Hotel last week. Felix Vorenberg, president of the Gilchrist Co., was re-elected president of the board, S. St. John Morgan of Lamson & Hubbard Co., was elected vice-president, and Allan Forbes, treasurer. The following-named men were elected to the council: Thomas F. Dixon of Jones McDuffee & Stratton Corp., A. C. Hill of Hill & Bush, S. T. Patterson of Scott & Co., Marcel N. Smith of Smith Patterson Co., and Joseph Wiggin. President Vorenberg outlined the activities of the coming year as follows: to increase membership so as to bring all retail store members into closer contact with the board, to arrange all agreements between stores, to co-operate with the Chamber of Commerce and other merchants' associations, the collective purchasing of supplies, to improve traffic regulations and conditions in the retail store district and to make plans to promote Boston as a greater trading center, to keep members informed on legislation, to inform the public about retail policies for fair dealing, to bring about a better understanding among all retailers and establish good fellowship between all members in particular.

Feldman the Florist was here from New London, Conn., the other day, buying for the holidays.

Maurice Cochrane, of the hotel department of the Mitchell Woodbury Co. left last Thursday morning by automobile for a trip after big game in the northern part of New Hampshire and southern Canada. While on his trip, Mr. Cochrane will stop at Hart's location, where he will speak before members of the Grange on some of his most exciting experiences in the field of sport. Mr. Cochrane's topics will be "The Deadly Adenoid," "Wild Adenoids I Have Never Met," and "Hunting the Adenoid with a Stutz." In the event of failure to sight any adenoids suitable for mounting before the fireplace, Mr. Cochrane may shoot a bear.

C. W. Hatch of Claremont, N. H., was about town during the week.

H. P. & H. F. Hunt Co. hve just added a fine line of Hungarian pottery to their already numerous list. A variety of shapes and designs are available, including vases, candlesticks, console sets bowls, etc.

Harry Burke of the Haviland China Company of New York City was a visitor in this city during the past few days.

George F. Dio of Warren, Mass., and John H. Dio of Franklin were other visitors.

Mr. Bigelow of Morse & Bigelow of Marlboro was calling on his friends in the trade last week.

J. W. Tolles came down from Nashua, N. H., last week to look things over and make several purchases.

H. A. Wellington of the sales department of the Mitchell Woodbury Co. left Sunday for New York where he will open an exhibit at the Hotel McAlpin.

J. A. Lundstrom, district sales manager for the Home Comfort Co., St. Paul, Minn., was in town last week visiting with his local representative, Mr. Arthur T. Otis. Mr. Lundstrom and Mr. Otis spent several days going over prospects for the season and conferring with customers in this vicinity.

C. E. Daniels of Rockland, Me., was a visitor during the past week.

Additional display space will be used by the Westmoreland Specialty Co., for its big show in the Ft. Pitt Hotel next January—another room having been arranged for. By this action, the company will have the largest display of glassware ever arranged by one single firm during the January season. To make use of the Assembly Room and several other suites adjoining, will give one an idea of the extensiveness of this intended exhibit.

It was not so many years ago, when a firm occupied a suite of two rooms, that is was "some" display, but now bigger and greater things can be looked forward to.

Some very attractive lines have been received from the Lippincott Glass Co., by Mr. George West, who has about completed arranging his display rooms in the Jackson Building. Included in this display will be found a number of offerings in colored ware.

Harry A. Ross, manager of sales for the Pittsburgh Lamp, Brass & Glass Co. has returned to his desk, following a brief business trip through the southern territory.

Fred Kline, who represents the Maryland Glass Co., in the southern territory, with sample rooms at Dallas, Texas, was in the district last week, en route to Philadelphia, Pa., to visit friends, before returning home. "I'll be back at the big show in January," he made it known to acquaintances here before he departed.

(Continued on page 30)



MERCER
Underglaze Decorated
Hotel Ware
Half-Thick :: Roll Edge

A new and distinctive underglaze print

"LAUREL"

Printed in bright green under our rich hard glaze.

Every hotel supply house should have at least a sample line of this decoration which is selling wherever it is shown.

Write for samples which we will gladly supply free of charge.

CHICAGO OFFICE: ROOM 408, GARLAND BUILDING, A. G. HALLGREN, REPRESENTATIVE

MERCER POTTERY COMPANY, Trenton, N. J.

"The House of Cups and Saucers"

Always the Leader in the Latest Creation

European and Japanese

DINNER WARES

in

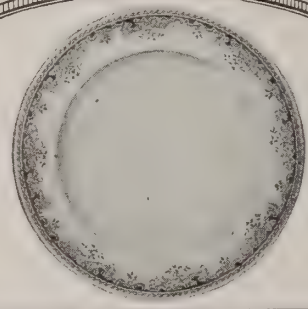
Exclusive Stock Patterns

CUPS and SAUCERS
FANCY CHINA ASSORTMENT
BRONZE WARES
LAMPS and SHADES
NOVELTIES, Etc., Etc.

Taiyo Trading Co., Inc.
101 Fifth Ave., New York

Taiyo Trading Co., Inc.
326 W. Madison Street
CHICAGO

Canadian Representative
H. C. Bedlington
79 Wellington St., W.
Toronto, Ontario



MAYER CHINA
VITRIFIED HOTEL WARE
ROUND EDGE — PLAIN WHITE
THICK — DECORATED
FOR
HOTELS — HOSPITALS
CLUBS — CAFETERIAS
RAILROADS - STEAMSHIPS
RESTAURANTS

THE MAYER CHINA CO.
BEAVER FALLS, PA.

Pronge Establishment One of West's Finest Small Town Stores

With the completion of their new home, the H. C. Pronge Co., Sheboygan, Wis., possess a most attractive merchandise home, in a splendidly arranged building, 110 by 120 feet, facing on two streets.

Everywhere the aisles are large and spacious. The center aisle of the first floor is 20 feet wide. It is of Terrazzo marble. On each side of the aisle there is a row of booths in which specially priced bargains from various departments are sold. There are five of these booths, and the merchandise sold in them is changed every other day. There are from one to three salespeople in each booth.

In the basement are located the housefurnishings department and a large all-year toy department. The housefurnishings department sells everything in the way of crockery and kitchen ware, and also has a large hardware and paint section.

The first deliveries were made by a boy. Today the store uses twenty-four vehicles. Twelve of these are horse drawn, and the other twelve are gas driven automobles.

California Merchant Honored by Fellow Citizens

George W. Marston, founder of the Marston Co. department store, San Diego, Cal., has received a most unusual tribute from his fellow-citizens, in the form of a bronze bust, the gift of a group of his friends to all San Diego, which has been placed in a local park. In the unveiling of the monument over a thousand of the city's most prominent men and women participated. The occasion was Mr. Marston's seventy-third birthday, and the fifty-third anniversary of his taking up his abode in San Diego.

Several speakers emphasized the good work done by Mr. Marston in the last fifty years in behalf of his city. One speaker described him as "San Diego's foremost pioneer citizen, foremost merchant and foremost benefactor"; another said: "The initial planning for the development of this magnificent park is due in large measure to the genius of George W. Marston. He has ever been foremost to aid in all civic improvements, in the cause of education, of art, and, in fact, everything that tends to progress in municipal affairs. His name has always stood for the highest ideals in the social and spiritual life of the comunity. While he is honored by this tribute to his worth, our city is signally honored by the gift."

The pedestal on which the bust rests bears this inscription:

George W. Marston
Admired for his ability
Honored for his deserved success
Beloved for his wise and great service
to others.

Hills, McLean & Haskins Double Floor Space

The addition to the department store of Hills, McLean & Haskins, Inc., Binghamton, N. Y., is now nearing completion. Work on the new structure having been started early last spring. Two floors of the building have already been opened to the public and are in use for store purposes. The estimated cost of the addition, which is three stories high in the main portion and four stories on the Commercial Ave. side, is about $165,000.

The new structure will practically double the floor space formerly in use by the firm in the buildings on Court and Chenango Sts., making this one of the largest department stores in ths section of the state. A full basement floor, in addition to the three upper floors, will now be available for retail purposes and for storage. Comparatively little space will be used for storage purposes, however, as the firm purchased a large four-story building on Tayntor Ave. some time ago which is used as a warehouse.

All of the most modern improvements and ideas in department store construction are exemplified in this addition and the building will now take rank with the finest of its class in the city and in the Southern Tier. The additional space now available will be utilized by the firm to relieve the congestion which existed to a greater or less degree in the older parts of the establishment for the last few years. A number of new departments and other features are being added to the store, which will be assigned space in the new building. The store now has a total depth of 250 feet, from the Chenango St. entrance to the Commercial Ave. front.

Business Briefs

With the burning of the Tisdale Building, Bishopville, S. C., the general store of Hearon & Austin, with merchandise valued at $50,000 was wiped out. Insurance to to the amount of $18,000 was carried.

The W. J. Offutt Co., who operate stores at Butler and New Castle, has purchased the Ely Bors department store at Monessen, Pa.

R. E. Wilson & Son, Cambridge, Utah, has been incorporated to transact a general merchandise business. Capital $50,000; directors R. E., H. J. and E. Wilson.

J. M. Sarvin, Searcy, Ark., has opened a new general store.

Mrs. Carl States and Miss Cleta Williams, Wilmington, O., have opened a new art and gift shop under the name of The Unique Gift Shop.

H. S. Winzeler, Archbold, O., has purchased a site and will erect a four story modern department store. The investment will approximate $150,000.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

THIS is the week when the retailers interest the housewife in preparing for Thanksgiving, suggesting the purchase of a new dinner set, or new goblets, or fancy pieces to add to the attractiveness of the Annual Turkey feast. An advertisement early this week by Burley & Co. was headed "Thanksgiving in the New Home—or for replacement of the present dinner set, new patterns, new shapes, new colorings in open stock await your inspection in our Dinnerware Section."

"Kitchen Wares Needed in Thanksgiving dinner Preparation," was the caption of an advertisement this week by Carson, Pirie, Scott & Co., announcing a sale including aluminum roasters, food choppers, mincers, nut bowls, Pyrex pie dishes, mixing bowls, etc.

Other State Street stores are likewise reminding the public that the Holidays are at hand, and that selection of table and kitchen wares of all kinds is in order.

The McKillip Co., has opened a new retail lamp and electrical store in the Eagle Building at Lockwood and Madison Streets. This is the last word in modern retail lamp shops, where the fixture business is combined. The Eagle Building is the new club house recently erected by the Order of Eagle.

Captain John W. Gorby, officer of the National Transportation Institute, gave a short talk at the recent meeting of the Chicago Glass, Pottery, Lamp and Housefurnishing Association held at the Hamilton Club. He talked on methods of shipping such breakable items as glass and china and gave the members in attendance some interesting facts on transportation. Thirty members were present at the last meeting.

A $100,000 purchase sale of Polychrome lamps and shades was held by Rothschild's last week. The sale was formulated around a large purchase of Hamilton Ross Shade Factories' shades, and lamps from Kraft's Novelty Co., both Chicago manufacturers. Included in the sale were 500 bridge, junior and semi-floor lamps that retailed for $7.79. Shades were priced from $4.95 up, while lamps, shades and fitting of all qualities and prices were offered at substantial reductions. The sale was announced by full page advertisements in the daily papers. Rothschild's proclaimed the event to be the most important lamps and shade sale they had ever offered, and judging from the response of the public the selling effort was well timed.

The regular meeting of the Glass, Pottery, Lamps and Housefurnishings Association of Chicago was held at the Hamilton Club on Thursday of last week. More than thirty members were in attendance and an interesting program of business and entertainment was provided. The committee reports were received and under the heading of new business, it was proposed to take out group insurance for the members of the association. The proposal was well received by those present and the secretary was instructed by motion to take a mail vote of the entire membership on the proposition. No doubt the plan will be carried by the mail vote and the association will arrange to give each member a $1,000 life insurance policy to be paid for out of dues of the members. Such constructive work will greatly enhance the good will of the association, make the membership of material value, and cement the organization, which is pushing forward for the improvement of the glass, pottery and allied trades in Chicago.

The International Trade Developer, Inc., recently received a large assortment of samples of pottery and glassware made by Kyosangumi, Ltd., of Nogoya, Japan. The samples are on display at the Chicago show rooms of the International organization at 4352 Grand Blvd.

The Illuminet Co., 231 N. Wells Street, capatilized at $12,000 was incorporated last week to do a manufacturing and wholesale business in lighting fixtures and lamps. Those interested in the company are Norine Bredsvold, Paul A. Bredsvold, and Adolph J. Havlis.

Binder & Berman, Inc., is a newly organized company with offices and factories at 66 East 22nd Street, manufacturing and dealing in lamps, shades and novelties. Those interested in the company are Joseph Binder, R. W. Binder and B. C. Berman. The capital of the company is placed at $10,000.

Eugene C. Sullivan, vice-president of the Corning Glass Works, in a recent article in the Chicago Journal of Commerce tells how the American glass industry has helped the railroads of the country to lessen their yearly toll of wrecks and accidents. Low expansion heat resisting glass for railway signal globes has been a big factor in increasing the efficiency of the signal service.

Pebbles Decorating Co., dealers in home furnishings and decoratings, including lamps, pottery, mirrors, etc., held the formal opening of their new store at 1107 Lake Street, Oak Park, Ill., on Saturday of last week.

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

HELM & SOUKUP
Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

KELLY & REASNER
Representing McKee Glass Co.; Eagle Mfg. Co.; Indiana Glass Co.; Lippincott Glass Co.; N. Northwood Co.; Mound City Glass Co.; D. C. Jenkins Glass Co., and Geo. R. West & Sons.

THE McANULTY CO.
Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER
Direct Representative Lamps, Shades, Dinnerware, Glassware, Aluminum, Baskets, Nickel, Copper, Silverware, etc.

LEWIS H. SIMPSON & CO.
Representing Athens Glass Co., Fenton Art Glass Co., Huntington Tumbler Co., New Martinsville Glass Mfg. Co., and H. R. Wyllie China Co.

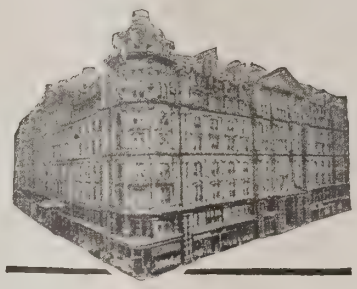
Note—Concerns wishing to secure space in this building for display purposes should apply to

ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street



Visit the Palmer House

Albright China Co., Room 25
Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,
Phone, Dearborn 4700

Potters Co-operative Co., Room 684
Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.

While in Chicago Visit
STETSON CHINA CO.
1535-37 S. State Street
Phone Calumet 0876
We are prepared to make immediate shipments.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
Harry G. Dalzell
Phone Central 3497

WALTER B. ANDREWS
30 East Randolph Street
Corner Wabash Avenue
Room No. 405

Representing
MONONGAM GLASS CO.
CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

---

9 N-WABASH AVE

Ira A. Jones Co.
North Wabash Avenue
Chicago

DINNERWARE
Pope-Gosser China Co.

GLASSWARE
Seneca Glass Co.
Susquehanna Cut Glass Co.
Thompson Studios
National Glass Novelty Co.

LAMPS AND SHADES
The H. E. Rainaud Co.
Wood Art Co.
Century Lamp Mfg. Co.
Haven Co.
Shepherd Co.
Burke Studios
Phone Central 1606

Earl W. Newton & Associates

GLASSWARE
Imperial Glass Co.
Economy Tumbler Co.
Marion Glass Mfg. Co.
The Earl W. Newton Co.

DINNERWARE
Hopewell China Corporation

HOUSE FURNISHINGS
Sauquoit Toilet Paper Co.
Kewaskum Aluminum Co.
Schlueter Mfg. Co.
American Woodenware Co.
Acme Rubber Mfg. Co.
Phone Central 3236

9 N-WABASH AVE

A. W. STEINER'S STUDIOS
Importers and Decorators of
ENCRUSTED DINNERWARE, LUSTRE WARE AND ALL GOLD CHINA
223 So. Wabash Ave.
Phone Har. 2214

THE SEBRING POTTERY CO.
Mr. W. L. Gerald
4523 Racine Ave.
Chicago, Ill.
Phone: Edgewater 2380
Display Room, 1319 So. Michigan Ave.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

HELP WANTED

REPRESENTATIVES WANTED. Manufacturer of a good selling line of Wrought Iron Novelties, wants representatives calling on Lamps, Housefurnishings, China and Gift Shop trade. Men that can secure big business only. Write advising experience, lines handling, territory covering. Box 289, care CROCKERY AND GLASS JOURNAL.

EQUIPMENT WANTED

WANTED several No. 10 used kilns for firing decorations. State price and make of kiln. Apply to Box 290, care of CROCKERY AND GLASS JOURNAL.

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all COLORS. Private Moulds Worked.

FACTORY:
255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

What the Potteries Are Doing

(Continued from page 22)

one of the founders of the West End Pottery Co., in 1893, and since then had been connected with the company, both financially and actively. Funeral services were held last Saturday afternoon from his late home in East Liverpool.

Joseph C. Davis, salesman for the Knowles, Taylor & Knowles Co., who has been in ill health for some months, has been confined to his bed during the last few days—not being seriously ill, but rather fatigued. His condition, however, is showing a gradual improvement.

During the last week, numerous letters and wires have been received by local manufacturers, suggesting that current orders on file be shipped in time for holiday business. That the manufacturers are doing the best they can to get out production, is admitted by all buyers who have recently visited the market.

Boston News Notes

(Continued from page 25)

Another up-state buyer who was here was John B. Mahoney of Simonds & Adams Co., Haverhill.

N. H. Gilbert, formerly associated with the firm of J. R. Libby Co., Portland, Me., stopped off here last week on his way to New York. He is now in the jobbing business for himself in Portland.

R. H. White Co.'s baseball team which this year annexed the championship in the Boston Retail Store League, for the third time, was given a complimentary dinner at the company's store last Friday evening by department heads and buyers. The dinner was in the nature of a testimonial to the players in appreciation of their past-season victories. Officials of the R. H. White Co. and the players, occupied seats of honor at the centre table and the hosts and invited guests were gathered about it. Major F. W. Tully, sales manager of the concern, was the toastmaster. He introduced as speakers, the sporting editors of four Boston daily newspapers and also George Suder, representing the firm. The team was not sure of the championship until the final game, which was an extra contest made necessary to decide a tie for first honors between the White nine and the team representing the Houghton & Dutton Co.
J. Mustonen.

The H. P. & H. F. Hunt Company announce that they are at present writing the biggest amount of business which has ever been written in the history of their concern. A conservative estimate by Horace Hunt places the increase at about 25 per cent. The Hunts have just taken over the line of the Cowan Pottery Studios of Rocky River, O. The Cowan Studios are one of the few concerns in this country who are turning out vases, bowls, book ends, etc., in light-weight porcelain. These products have a high-grade lustre finish and the Hunts' display of the line is the first in the New England section. The Cowans have reproduced, using old colonial jugs as models, a variety of shapes which have been lost sight of by the modern potter, especially as regards utilitarian purposes. The snouts are long and symmetrically moulded and will pour the liquid contained, as fast or as slow as desired without spilling a drop. Many potters, while they devote much time to originating beautiful and symmetrical forms, do not pay a great deal of attention to practical construction. Another exhibit received recently by the Hunt firm is from the Silver City Cut Glass Company of Meriden, Conn. It includes vases, bowls and other articles done in copper wheel engraving. Recent advices from the Silver City Company are to the effect that they are about to embark very extensively into rock crystal cutting combined with silver deposits.

Merchants' Association Meet

The fall session of the Massachusetts Retail Merchants' Association was held at the Hotel Kimball at Springfield early this month, with a large number in attendance. The main speaker on the first day's meeting was Cecil E. Fraser of the Bureau of Business Research at Harvard University. Mr. Fraser devoted his talk to the value of research work to retail merchants, declaring that last year business failures among retail merchants in this

The Roessler & Hasslacher Chemical Company NEW YORK

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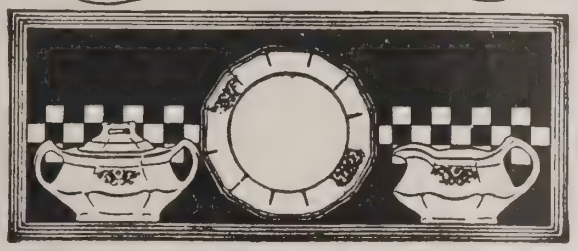
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You will find them and the stock right
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S. S. Skidelsky & Co.
53 Park Pl. New York
For
BULBS SEEDS PLANTS SUNDRIES

country were more than twenty-three thousand. These, for the most part were due to the fact that merchants put too low a selling price on their goods and failed to move stocks which did not have the popular appeal that some others have, he said. L. A. Hansen, secretary of the Association spoke on the different classes of service rendered by the organization.

OBITUARY

Miss Doris Folsom

Miss Doris Folsom of Sanford, Maine, daughter of F. D. Folsom, who was for many years the proprietor of a store in Portland, died recently at the Maine General Hospital from burns and injuries received in an automobile accident at Dunstan, Me. With Miss Folsom in the wrecked machine was Alfred D. Davis, a submaster in the Sanford High School. Mr. Davis was burned to death also. Miss Folsom had been a teacher of English in the same school. She was twenty-five years old and was a graduate of Wellesley College. The automobile turned turtle after striking an electric car coming from Saco, and almost immediately burst into flames. Miss Folsom was dragged out from the burning wreckage by the motorman of the street car, but her clothing was by that time completely burned off, and her body terribly burned. The car was derailed and the automobile dragged about seventy-five feet after the collision. Both young people had been attending a Shakesperian play in Portland, and were on their way home to Sanford when the accident occurred.

Fans Not Toys

Sustaining a protest of George Borgfeldt & Co., the customs board finds that diminutive fans, classified as toys, with duty at 70 per cent ad valorem under Paragraph 1414 of the Tariff Act of 1922, should have been taxed at the rate of but 50 per cent ad valorem, as "fans of all kinds," under the specific provision in Paragraph 1422 of the new tariff act.

Music Boxes

The tariff rate on small, neatly finished music boxes is reduced in an opinion by the General Appraisers sustaining a protest of the Baldwin Shipping Company, of Boston. Duty was assessed as toys at the rate of 70 per cent ad valorem under Paragraph 1414 of the 1922 tariff law. Judge Sullivan now finds that duty should have been imposed at the rate of but 40 per cent ad valorem as musical instruments under Paragraph 1443 of the 1922 act.

Business Briefs

Consumers China Co., Cleveland, O., has been incorporated with a capital of $5,000 by Isadore Greenwald and Morris Ernstein.

Wish & White have purchased the general merchandise store of T. Loveman, De Queen, Ark.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *73 Barclay St.*
"The Dinnerware House of America."

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND SPODE CHINA AGENCY, *43 West 23rd St.*
Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *135 Fifth Ave.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND & CO., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, *39-41 West 23d St.*
Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., *105-107 East 164th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China Metal Goods and Housewares Trades

M. ROSENBAUM & SONS, *32 Union Square*
Bavarian China Ware. Representing M. Rosenbaum & Sons, Bavaria.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., J. H. Weatherby & Sons, Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Value and Watcombe Pottery.

L. STRAUS & SONS, *42, 44, 46 Warren and 116 Chambers Sts.*
Importers and Manufacturers.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Successors to Takito, Ogawa & Co. and the Tajimi Co. Japanese and Chinese Goods. Catalogues upon application. Tel.—Stuyvesant 3823. Chicago Office, 327 West Madison St.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, *65 Barclay St.*
Open stock dinnerware patterns.
White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Cox & Company, Representatives, 120 Fifth Ave.*
"The House of New Ideas." Cameo Etchings and Encrusted Coin Gold.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., *Fredk. Skelton, Representative, 200 Fifth Ave.*
Colored and Iridescent Glassware.

ECONOMY TUMBLER CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *224 Fifth Ave.*
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. T. W. Hamilton, Representative, 139 Fifth Ave.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

ESTABLISHED IN 1874

PHONE STUYVESANT 6052

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The Representative Paper of the Industry
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DOLLS AND TOYS
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BUSINESS STAFF

General Manager
F. CALVIN DEMAREST

Managing Editor
STILLMAN TAYLOR

Associate Editor
B. M. WISNER

Business Manager
FREDERICK S. OLIVER

Art Director
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BRANCH OFFICES

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J. H. SMYTHE
312 South Clark St.

Boston
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5 Idlewild St.
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AS THE EDITOR SEES IT

THE BUSINESS PROSPECT

ALTHOUGH the general situation in both industry and trade may be summed up as irregular, it is significant, that in spite of some clouds observed in the business sky during the current week, that business is in excess of a year ago. From a broad outlook there are signs which show that industry, by and large, is quieting down. This has brought about a slight increase in unemployment in a few minor lines. However, these changes in the currents of trade must not be taken too seriously and certainly conditions at this writing cannot be reasonably interpreted pessimistically.

AMONG other factors which have a tendency to depress the buoyancy of business just now, are price uncertaintities in some lines, crop impairment and cautious and delayed buying in raw material as well as in the wholesale markets. Despite all shortcomings there can be no disputing the fact that trade is fair throughout the country and noted as good in many sections—particularly the East and the West. Among the basic industries, the mining of coal has slumped off, oil and gasoline prices have been slashed and with the reduction in iron prices, steel orders are being filled about as fast as booked.

BUT on the other side of the business medal there are many constructive factors. The banking situation is remarkably good and after six week's of record high car loadings, the current totals are still above the million mark. This certainly indicates that there is a high rate of distribution. Another good indicator is found in the new wave of building construction now spreading throughout the country. It is interesting to note that from 168 cities reporting,, the aggregate totals $270,257,606 for the month of October. This huge figure has but twice been exceeding in the country's history. This compares with $217,625,645 for September and with $204,980,778 for October of last year. An increase of about 30 million of dollars of construction work is allotted for Greater New York and Boston, Chicago and many other cities all report substantial gains. The export trade for October totals about 402 million of dollars and this is about 5% larger than for the month of September, which latter month was the heaviest recorded since February, 1921.

PUBLIC buying, while admittedly disappointing is large. Sales of mail-order houses for October show an increase of over 43½% over September and about 24% over October of last year—the largest since March, 1920. Gains reported by the chain stores were proportionately smaller, being 19% and 17½% respectively, more than September of last year. Taking the combined sales of mail-order and chain-stores, October reports were 29½% larger than for September and about 21% larger than for last October. Taking a broader average the combined sales for a period of the last ten months, shows an increase in sales amounting to about 24½% in excess of the same period last year.

In the wholesale markets no change is observed. There is noted a lack of snap throughout wholesale and retail trade and retailers are continuing to buy a little at a time, rather than for the future. One of the unusual features in retailing just now, are the numerous drives on to attract the public buying of toys and general holiday merchandise. This forcing the season is frowned on by many business men but the pertient fact remains, that the general purchasing power is very large at present and this is a factor of outstanding importance.

Are Your Store Advertisements Guilty?

Extravagance in Phraseology and Over-Statements of Facts Are Twin Evils is Opinion of Well Known Store

THE keen competition of department stores, especially in the form of advertisements classified as "comparative price ads," is noticeable throughout the country. Pushing continuously for larger and larger turnover not a few stores have gone to the limit in filling their newspaper space with spectacular headings and stressing the comparative prices, of merchandise marked at usual figures and the special sale figures. While a good many good stores make use of the comparative price feature in much of their advertising, some stores taboo it as falling short of the best merchandising standards. But extravagantly worded store messages and over-statements are doubtful business builders and not much good-will can be obtained by inviting the public in your store and then failing to make good the expectations created by reading the ad.

Regarding this over-statement in store advertising the *Daily News Record,* in referring to the rivalry among Philadelphia stores, "during the present says:

"During the present fall," says the New York *Daily News Record* referring to the Philadelphia situation, "local retailers have been using copy on a more or less gigantic scale to promote the sale of men's clothing. Larger and larger sections of newspaper advertisements are being used to convey to the consumer messages concerning tremendous cut-price sales and the exceptional 'values' the various stores have to offer. At times half- and three-quarter pages have been devoted exclusively to the announcement of a special offering of men's apparel at unusual reductions.

"As a matter of fact, some stores have linked the bargain appeal so persistently with their daily newspaper announcements that they are now at a point where reduction sales are a regular day-in-and-day-out affair all year. A casual reading of many advertisements fails to indicate where one seson stops and the next begins, and the prices quoted are generally supposed to be from one-third to one-half, and at times two-thirds or three-quarters below what is claimed to be the 'regular price.'

"Extravagant use of phraseology and space has reached the point where some buyers are beginning to feel conditions in the retail market here are deplorable. They declare with emphasis it is a reflection on human intelligence to expect the public to believe some of the statements that have been put into type by advertising writers, and claim a growing percentage of consumers are becoming suspicious of the persistent sale of merchandise 'below cost.' "

The Wanamaker store in Philadelphia used unusual advertising copy last week to call attention to exaggerated claims on the part of certain advertisers.

"Watch out or somebody's Hallowe'en advertising goblins will get you," read a heading across the top of a full-page advertisement on Oct. 31. Below, the section of copy devoted to men's clothing was headed, 'Why is it that Wanamaker's seems to be the only store not advertising men's clothing bargains,' asked a customer." The rest of the copy answered the question, as follows:

"Well, there ought to be at least one place where you can get things worth all their price. We have never found out how to sell clothes for half-price, and we have been selling men's clothes for 62 years. . . . There seems to be no occasion to claim they are worth more than their prices show, but we can quickly prove them worth more than most other clothing offered anywhere near their price."

REPUTATION BEHIND COPY

"A wildcat mine stock certificate is just as handsome as Uncle Sam's own bonds," said another piece of copy. "Pictures and descriptions of clothes are pretty much alike in various advertisements, but the thing to know is who is back of it. When you own a Wanamaker suit or overcoat you know what the security is. Everything is put into Wanamaker clothing that will make it fashionable and gentlemanly and lasting. Everything is kept out of it that will make it unnecessarily costly."

The *Daily News Record* states that:

"Officials of the Wanamaker store are said to feel there is a tremendous waste in retail advertising today because the bulk of it is used to feature bargains when as a matter of fact only 15 per cent of a department store's business is of the bargain character.

"That belief was explained in an address delivered some time ago to a group of advertising people by Gordon Cilley, advertising manager for the Wanamaker store.

" 'Pick up this morning's or this afternoon's newspapers in the three great cities with which you are most familiar, Baltimore, Philadelphia and New York,' Mr. Cilley said at that time, 'and take them as examples of what is going on in all the great cities of the country. Look at the department store advertising that appears in them, look at the tens and hundreds of thousands of dollars that are expended and the twice as valuable brains that are overtaxed in the high-speed racing among merchants to outscream, out-promise and out-offer others.

" 'We find that of all men and women who have things to buy, only about 15 per cent of them are in the slightest degree interested in department-store advertising of the usual type. My first suspicion of such a state of affairs came several years ago when I began to wonder how large a percentage of the public read advertising, especially my advertising.

" 'With this I began to make extended investigations. I made some inquiries of the buyers and merchandise men in the store in which I was associated, the result of which

revealed the remarkable fact that the bargain feature of the turnover of our business was almost 15 per cent. By this I mean the average day-to-day bargain proposition with which we are all so familiar.

" 'Now that we know there is only 15 per cent of the business on the bargain side, why devote 85 per cent of the advertising to the bargain side of it, or why, as some stores do, devote 100 per cent to it?

" 'There we have the trouble. Trying to out-talk and out-do each other in placing bargain news before the public we have ignored and abandoned the advertising that interests 85 per cent of the people who do not seek bargains. The Wanamaker store has endeavored to secure the attention of the 85 per cent of the public to whom the bargain advertisement makes no appeal.' "

The opinion seems to have gained considerable ground recently that it is time department stores changed radically their usual type of copy. The strike of the newspaper pressmen in New York and the temporary absence of newspapers is caused, proved that continual bargain advertising was less lasting in its results than the sort of advertising which sells the store's service, reliability and background.

Those stores which featured price reductions and comparative prices almost exclusively in their advertising suffered far more from the inability to advertise temporarily than stores which used more conservative copy to build confidence in the institution as a whole.

The recent Wanamaker advertising which pokes fun at the extravagant use of both words and space, is one indication of a view of advertising which is becoming prevalent among many of the largest department store advertisers.

Business to Continue Active Says Hoover

Despite the apparent postponement of the readjustment of European conditions, through the failure of the latest effort of the Allied nations to obtain a unity of front on the reparation question, Secretary Hoover looks for a continuance of business and industrial activity at a high level in this country. The Commerce Secretary minimizes the effect of the European situation on American industry.

While the lack of European markets was having a bad effect upon the country's agricultural interests, the Commerce Secretary contended that American manufacturing industries were independent of the export trade to Europe for the continuance of their activity. He pointed out that while between 15 percent and 25 percent of the country's exports of manufactures normally went to Europe, this percentage of these exports amounted to only about 1 percent of the total output of the country's manufacturing plants. Only about 4 percent of the total manufactures are exported, he added.

Between 75 percent and 80 percent of the farm products exported go to Europe on the other hand, he said, so that the failure of the buying power of those nations to recover reacts upon the farming interests. He indicated it as his view, however, that it would take a long time for the effect of the demoralization of the European markets for agricultural products to react indirectly upon American production.

Many people, Mr. Hoover asserted, commit the error of assuming that the farmer has ceased to buy goods altogether, when in fact his purchases are at about pre-war level, despite the disparity in prices of farm products and other commodities. Although the buying power of the farmers has not advanced with that of other industries. Mr. Hoover emphasized that its independence remained.

Trade Revival in Spring, Says Business Expert

Another trade revival beginning probably late next Spring and not later than the Autumn of 1924 is predicted by John Moody, President of Moody's Investors' Service, in his Business Outlook for 1924. These conditions, though, he points out, will be preceded by a moderate fall in commodity prices, a very slight fall in some wages, a moderate increase in unemployment and a large fall in producing costs per unit, together with a cheapness of money.

The essential cause of the present reaction, according to Mr. Moody, is the "decrease in the margins of profit, which decrease began in the Fall of 1922 in consequence of the very sharp rise in employment and the considerable rise in prices of raw material. Margins are still falling, and promise to continue doing so until material prices and labor costs per unit of output diminish enough to correct them.

Of employment conditions he says: The demand for labor has shown one of the greatest increases in history, so that our employment index rose from 88 in July, 1921, to 122.7 in April, 1923. Now, however, it is falling; it fell even in September, when it should have risen, and this fall involves curtailment of public purchasing power. Incomes generally move up and down parallel to this employment index.

In discussing commodity prices, he says: "Commodity markets have been spotty for some weeks, whereas in the normal year they rise pretty steadily from midsummer to January. They are likely to move downward into the Summer of next year, because of the above mentioned fall in purchasing power, and of the thinness of margins of profit.

We are experiencing overproduction," he adds, in wheat, copper, iron and steel, soft coal, petroleum products, rubber goods and many other individual articles. The instances of underproduction, such as cotton, are exceptions. Lack of margin, however, is pretty sure to enforce curtailment of outputs, and thus reduce or eliminate overproduction within less than a year.

About the money market and the foreign exchange situation he has to say: Interest rates this Fall have shown much less than the normal seasonal rise, which fact is a forecast of cheap money next year. The early part of next year should witness recoveries in both sterling and francs.

Bond prices ought to begin to creep upward some time in the first or second quarter of next year, says Mr.

Moody. Real estate values should not be much disturbed at any time next year.

Mellon Tax Plan Approved by Head of Woolworth Chain

The principal topics of discussion among business men and leaders in most industrial lines is the proposed readjustment of income taxes. Two of the individuals who discussed this problem in detail recently were H. T. Parson, President of F. W. Woolworth & Co., and Samuel Untermyer.

Mr. Parson declared there could be little doubt about business conditions in the United States in 1924 if the tax reduction proposals of Secretary Mellon go through. Mr. Untermyer complimented the Secretary of the Treasury for having the courage to force the issue, but said that in his judgment the Mellon plan of readjustment was "unsound in many of its important details."

From the point of view of the retail rade the Mellon tax-reduction proposals were hailed as a move which would stimulate buying both by consumers and retail establishments. Summing up this view, Mr. Parson, President of F. W. Woolworth & Co., said there would be little doubt concerning the year 1924 if these proposals were incorporated into law.

I look for quite an increase in retail trade all over the country by reason of this tax program of Secretary Mellon, said Mr. Parson. The less money people have to pay in taxes the more money will go into trade. Our artisans and other people of moderate incomes will be free to spend the money they now are obliged to contribute toward governmental expenditures.

From the retail merchant's standpoint it is a highly constructive step, because the tax that manufacturers now have to pay is added to the cost of the goods they produce and is eventually passed on to the consumer, whereas if this tax is lifted or reduced goods will cost less and the retailer will be able to pass the saving on to the consumer, either in the form of lower prices or improved quality of merchandise. The ultimate consumer is the man who benefits most from having his own taxes reduced, for he is then able to satisfy his requirements at less cost.

Has Heard No Opposition

Mr. Parson said he had not heard a word of opposition to the Mellon proposals from merchants, other business men or from war veterans with whom he had talked.

I believe the tax reduction program will win and that the votes in the next national election are going to be behind the man or party who is looking out for 12,000,000 taxpayers as against some 3,000,000 possible bonus recipients, he continued. When the public votes for a bond issue, as it did in New York State, with which to pay a general bonus, it forgets or ignores the fact that it will have to put up the money and that the recipients of the bonus will have to contribute their share of the increased taxes which must come.

There can be no question, in my mind, of the large benefits which must follow this proposed legislation. I have just received a printed copy of the Mellon plan in the form in which it was submitted to the Chairman of the Ways and Means Committee of the House. I assume this letter is being sent to every taxpayer. This is a good thing, as the facts set forth in it are inescapable and there need be no misunderstanding as to the plan itself.

Summary Imports and Exports

The foreign trade of the United States for the month of September shows a slight decline in both imports and exports over the preceding month. Department of Commerce figures for the month of September, corrected to October 23, follow:

Imports

	1922	1923
China, not decorated	$68,219	.....
China decorated:		
From France	.....	$51,717
" Germany	.....	339,607
" United Kingdom	.....	4,335
" Japan	.....	352,544
" Other Countries	.....	98,181
Total	.....	$846,384

For Nine Months Ending September

	1922	1923
China, not decorated	$452,929	.....
China decorated:		
From France	.....	$445,340
" Germany	.....	1,742,685
" United Kingdom	.....	34,979
" Japan	.....	2,180,386
" Other Countries	.....	548,532
Total	.....	$4,951,922
Earthenware, not decorated	$21,497	.....
Earthenware, decorated	285,197	.....
Total	$306,694	.....

For Nine Months Ending September

	1922	1923
Earthenware, not decorated	$227,556	.....
Earthenware, decorated	3,212,928	.....
Table, Toilet and Kitchenware, plain	.....	$505,849
Decorated	.....	2,817,108
Total	$3,440,484	$3,322,957

	1922	1923
Glassware, cut or decorated	$288,534	$139,943
Blown glassware	.....	130,421
Total	$288,534	$270,364

For Nine Months Ending September

	1922	1923
Glassware, cut or decorated	$1,673,190	$1,018,617
Blown glassware	.....	950,542
Total	$1,673,190	$1,969,159

Dolls and Toys

	1922	1923
Dolls and parts of dolls	$169,418	$182,685
Other toys	588,647	606,265
Total	$758,065	$788,950

For Nine Months Ending September

	1922	1923
Dolls and parts	$1,031,461	$1,480,529
Other toys	4,243,812	5,074,898
Total	$5,275,273	$6,555,427
Table and kitchenware of metal, enameled or glazed	$10,395	$29,456

For Nine Months Ending September

	$213,902	$177,000

Exports

China and Porcelain:

	1922	1923
Table, Toilet and Kitchenware.....	$12,727	$17,267
All other	9,735	14,577
Total	$22,462	$31,844

Earthen and Stoneware:

Table, Toilet and Kitchenware.....	$9,415	$4,244
All other	71,199	54,150
Total	$80,614	$58,394

For Nine Months Ending September

China and Porcelain Ware:

	1922	1923
Table, Toilet and Kitchenware.....	$144,633	$133,948
All other	92,159	108,424
Total	$236,792	$242,372

Earthen and Stoneware:

	1922	1923
Table, Toilet and Kitchenware.....	$77,510	$57,644
All other	685,808	655,541
Total	$763,318	$713,185

GLASSWARE

	1922	1923
Table glassware, plain.....	$138,547	$195,806
Table & other glassware, cut or engraved	16,353	22,528
Globes and shades.....	37,495	34,630
Total	$192,395	$252,964

For Nine Months Ending September

	1922	1923
Table and glassware, plain.....	$967,020	$1,631,308
Table & other glassware, cut or engraved	118,133	169,856
Globes and shades.....	314,097	337,051
Total	$1,399,250	$2,177,215

DOLLS AND TOYS

	1922	1923
Dolls and parts of dolls.....	$26,073	$34,440
Other toys	190,896	245,984
Total	$216,969	$280,424

For Nine Months Ending September

	1922	1923
Dolls and parts of dolls.....	$135,659	$178,766
Other toys	950,806	1,324,323
Total	$1,087,465	$1,503,089

TABLE AND KITCHENWARE OF METAL, ENAMELED OR GLAZED

1922	1923	*For Nine Months Ending September* 1922	1923
$82,138	$108,461	$480,240	$1,002,819

Stoke-on-Trent Exports

The total declared exports of all articles from the Consular District of Stoke-on-Trent to the United States of America during the month of October amounted to £89,841 of which amount £78,269 covered shipments of earthenware and china.

The total declared exports of all articles to the United States of America from Stoke-on-Trent for the ten months of this year amounted to £1,046,671 compared with £868,791; £886,885; £902,593; £487,608; £515,431; £530,711; £406,125; and £360,951 for the same period in 1922, 1921, 1920, 1919, 1918, 1917, 1916 and 1915 respectively.

Glass Production in Italy

News from the cut-glass and hollow-ware industry states that, during the course of September, a second furnace has been started again at Abbiategrasso, and work has also been resumed at the Caravglia glass works at Buffalora Ticino. At Bologna work has stopped in the glass branch since July 28 last, and the Cremona glass works have been closed since the end of August. At Naples there has been a temporary stoppage of work, due to the departure of some hands, at the glass works of Salvatore Salerno. Work, however, has now been resumed. At Milan the local industry is very busy, and Bordini's are working full time. At the Cristalleria Italiania work has been at a standstill for eight days, but has now been resumed. Work continues normal at the Florence Cristalleria Florentina.

Ukraine Porcelain and Glass

The president of the Board of the Ukraine trust known as the Porcelain-Faience-Glass said, in a recent interview: If we compare the present position of the concern with that of its formation, about a year ago, the improvement cannot be doubted. In the course of the year, the monthly production has risen four or five times. In the month of September last year it delivered to the value of 80,000 to 90,000 gold roubles, and now the level is 400,000 g.r. All the factories are repaired, and in the month of August their load averaged about 80-85 per cent, and the quality is now pre-war. The goods made by the trust are sold chiefly in the Ukraine and in the South-East. There has been no "sales crisis." Orders in hand are good for a year's work. The financial position is satisfactory. Wages are paid punctually, and there is enough raw material and fuel for half a year's work.

Better Customs Service Coming

Increased appropriations for the customs service to enable enlargements of the facilities of that agency are assured in the estimate for the fiscal year 1925, has been announced by the Treasury. It is understood that Congress will also be asked for a supplemental appropriation for customs for the present fiscal year in order to permit the service to continue its present activities without the need of retrenching.

The customs service is understood to have sought an appropriation of $18,000,000 for the next fiscal year, in the estimates submitted to the Budget Bureau, or an increase of about $5,000,000 over the appropriation for the current year. Efforts were made by the Budget Bureau to slash the customs estimates sharply, but it was stated today by high Treasury officials that the customs service would obtain a substantial increase in its estimates for 1925.

If increased appropriations are made available, it was said, efforts would be made by the Treasury to increase the staffs in various collection districts from which complaints have been coming that shipments of imported merchandise have been held up through lack of personnel to handle them.

Purchasing Power of $1 Now 65 Cents

Prof. Irving Fisher, of Yale University has announced that last week's prices averaged 152 per cent of pre-war level. The purchasing power of the dollar, he said, was 65 9-10 pre-war cents.

Pottery Managers Hold Successful Smoker

Managers and superintendents, to the number of sixty odd, met in the new headquarters of the United States Potters' Association at East Liverpool the evening of Nov. 16, the gathering being "a smoker," but primarly for the purpose of forming a new association, or new arm to the Association.

Quite a few years ago, an effort was made in East Liverpool to form a similar organization, and while a few meetings were held in the parlors of the Carnegie Library, for some reason or other, the proposition at that time did not live long. A different situation exists today.

Petty jealousies, so marked years ago are today eliminated to a great degree, and the spirit of helpfulness predominates the trade, both among manufacturers and other department heads. Hence, tht proposal to form an association composed entirely of managers and superintendents.

At the first meeting a permanent organization was effected, by the election of Herbert Goodwin, general manager of the Atlas China Co., Niles, O., as president, and Charles F. Goodwin, of the Potters' Association as permanent secretary.

Three weeks hence another meeting will be held. The committee in charge of this session is composed of A. V. Bleininger, of the Research Department of the Homer Laughlin China Co., Newell, W. Va.; John Shingler, of the East Liverpool Potteries Co., Wellsville, O.; Michael J. Lynch, of the Knowles, Taylor & Knowles Co., East Liverpool; James Gillgallon of the D. E. McNicol Pottery Co., East Liverpool, and Samuel Eardley, of the French China Co., Sebring, O.

Plant problems will be discussed at length at all meetings, and it has been suggested that "cards be laid on the table" so that the troubles of one branch of the industry can be ironed out by some methods tried in another plant, where similar conditions have arisen. By this plan, the meetings will at times discuss technical problems, which will be of vast benefit to the trade as a whole, from a manufacturing and plant operation standpoint.

While just at this time the personnel of the new organization is composed of those department heads engaged in the industry in the west, it has been made very plain that the meetings will be opened to all department heads whose plants are represented in the Potters' Association.

A wonderful get-together spirit predominated the first gathering. Manufacturers will have no hand in the deliberations of these future meetings, department heads alone being in charge.

Australia's Imports

Imports into Australia of china and earthenware amounted to $3,749,792 in 1921 and $3,792,975 in 1922. Glassware imports for 1921 were valued at $862,684 and for 1922, $749,985.

Nonik Glassware Corp. Acquires New Mould Rights

The Nonik Glassware Corporation have secured the right to the use of a patented mould process whereby a special mixture of carbon is hardened and applied as a lining to the usual iron mould. The advantages claimed by the patentee for this carbon lined mould over the present paste mould system is that it does away with re pasting assures a beautiful finish to the glass, relieves the ware of strains and chills in blowing because of having no contact with the iron and produces a glass of beautiful lustre, closely knit, that is very much stronger in tensile strength than similar ware made under the paste mould system.

The advantages apply more particularly to the factory as there is a great saving in lehring and finishing. It is further claimed that a special saving is made on stem ware, which is usually relehred before delveired to cutting shops, and this relehring is not necessary when using the carbon lined mould. Inasmuch as one of the difficulties in adopting paste moulds to machine production has retarded the producing of as high a grade of glassware that is desired by the automatic process, it is expected that the carbon lined moulds will go a long way to help out machine production. This process is fully covered by generic patents and is considered a marked advanced step in producing blown table glassware.

The Nonik Glassware Corporation has been approached by other factories to lease the right to use the carbon lined moulds and no doubt these licenses will be granted. It is expected that the entire NONIK line will be made in the carbon moulds because of the superior finish and lustre obtained. The trade marked name DURA WARE has been adopted to ware made from carbon lined moulds.

Milner Store Changes Hands

Control and management of the W. L. Milner & Co. Toledo, O., department store has passed into the hands of James Thompson, S. C. Barbour and J. A. Rainie associated merchants in what is probably the most important deal in the history of Toledo retail business. By action of the W. L. Milner & Co. board of directors, Barbour immediately was placed in active charge of the affairs of the store as general manager. He succeeds Roy E. Craft, who has been in charge since the death of Mr Milner over a year ago, and whose resignation took effect upon completion of the deal.

Improvements in the physical condition of the Milner store will be undertaken in the near future according to present plans. James Thompson is president; J. A Rainie, vice-president; and S. C. Barbour, secretary treasurer of the Thompson-Rainie-Barbour Co., organized last spring to succeed to the business of the Thompson Hudson Co.

The Milner company is capitalized at $900,000, it stock being divided $550,000 in common and $350,000 i preferred.

CAUGHT IN THE NEWS NET

ON December 1, Spear & Co., 22 W. 34th St., the well known furniture house, contemplate opening a housefurnishing department, in which it is understood, will be handled only goods endorsed by the *Good Housekeeping* magazine. The 33rd St. side of the building, will be devoted to electrical appliances, while the entire basement will be given over to a staple line of goods, as well as specialties. One of the features of the department will be a model kitchen and laundry, in which demonstrations of various labor-saving devices, etc., will be given.

Frank P. Judge, Jr., of the National China Co., Salineville, O., spent the latter half of last week in New York consulting with the concern's agent D. King Irwin, as well as attending to other special business for the factory.

Charles Ashbaugh, president of the West End Pottery Co., East Liverpool, O., was a visitor in New York the latter part of last week conferring with the factory's local representatives, the Horace C. Gray Co.

W. B. Kerr, head of the Iroquois China Co., Syracuse, motored to New York this week to consult with D. King Irwin, the concern's New York agent, as well as to attend the Hotel Show.

F. Curry, housefurnishing buyer for Abraham & Straus, is spending this week on a trip to the factories in the middle west.

George Fehn, traveler for Paul A. Straub & Co., returnd to headquarters last Friday after a two weeks' trip through his territory in the middle west.

Otto Jaeger, head of the Bonita Art Glass Co., Wheeling, W. Va., spent last week in New York talking matters over with his New York agents, Cox & Co., as well as availing himself of the opportunity of visiting with relatives here.

Homer J. Taylor, of the Knowles, Taylor & Knowles Co., East Liverpool, O., who with Mrs. Taylor, has been abroad for the past three months, arrived in New York aboard the *Majestic* on Wednesday, leaving for his home the same night.

Chas. H. West, president of the Westmoreland Specialty Co., Grapeville, Pa., accompanied by Jas. J. Brainard, vice president of the concern, arrived in town on Wednesday to spend the balance of the week here discussing with the firm's New York agents, the Horace C. Gray Co., new designs to be brought out for 1924, etc.

United Hospital Fund Supported by Trade

Kennard L. Wedgwood of Josiah Wedgwood & Sons is again heading the china and glassware committee for the 45th annual collection of the United Hospital Fund to provide for the free treatment of the sick poor in fifty-eight non-municipal New York and Brooklyn hospitals. The United Hospital Fund is an organization of 44 years' life and numbers among its members the principal non-municipal hospitals of the city. To become a member of the fund a hospital must have given for at least three years not less than 5,000 days of free service per year. The money collected by the fund is distributed on the basis of the amount of free treatment given by the respective hospitals.

Mr. Wedgwood appeals to the china and glassware men to help support their hospitals as they have in the past, making the plea that sickness is not so much of a personal liability as a community one.

Hines on Salesmen's Association Ticket

Through an error in last week's issue, relative to the special meeting of the Salesmen's Association, on November 13, for the nomination of officers for 1924, the name of John J. Hines, manufacturer and importer, who has held the office of vice president for the past year was omitted. Mr. Hines was again nominated for the office. Julius Rosenfeld of the importing firm of Lazarus & Rosenfeld, as was previously stated, was also nominated, to run in opposition to Mr. Hines.

Macy & Co. Open New Buying Offices

New local buying offices of R. H. Macy & Co., Inc., have been opened in the 10-story addition to the store. They occupy the entire fifteenth floor of the building and include 49 private offices for the store's buyers, as well as a number of others for general use. These rooms open on an assembly space in the centre, 36 by 28 feet. Among the service features provided in the new offices are a room where salesmen may check their valises and packages over night; a special trunk room to accommodate the bulkier samples, and several packing rooms where salesmen will be able to repack their samples without the goods being seen by others. Two high-speed elevators run from the Thirty-fourth Street entrance of the new building directly to the buying floor, while at the entrance of the offices is a guide which gives the names of the buyers and the merchandise they purchase. G. H. Garty is in charge.

A. & S. Hold Annual Parade

Abraham & Straus, Inc., Brooklyn, N. Y., staged their annual parade of the store's delivery vehicles on Nov. 4. This has been an annual event with the store for several years. The fleet paraded through the principal streets of the city and was headed by a military band, mounted policemen, the superintendent of the store's stables and garages and the oldest employee of the interior delivery section.

The store uses 150 vehicles in its delivery service. These consist of fifteen single-horse wagons, twenty horse trucks, thirty one-ton electric cars, one five-ton electric truck, twenty-five one-half-ton gas cars, two one-ton trailers, forty three-quarter-ton gas cars, eight one-ton gas cars, one five-ton gas car, one one-quarter-ton service car and the balance representing cars of different types. The store has just repainted its vehicles an olive green, with red running-gear and a red border on the sides of the bodies.

Estate of Jacob Gimbel Valued at $2,476,371

The heirs of Jacob Gimbel of the firm of Gimbel Brothers, who died in November, 1922, will receive $2,476,371.13, according to the first accounting of the estate, which has been filed with the Philadelphia Court. Bequests are made to several Jewish charitable organizations.

Buyers in New York

November 15th, 1923

R. J. Orr, housefurnishings, Hager & Bro., Lancaster, Pa., 315 4th Ave.

Miss I. Markus, dolls, Gilchrist & Co., Boston, Mass., 200 5th Ave.

E. R. Luker, gifts, Fair Store, Cincinnati, O., 23 East 26th St. (W. T. Knott).

November 19th, 1923

F. J. Miller, domestic and imported china and glassware, G. Sommers & Co., St. Paul, Minn., 395 Broadway. (R. A. Keller).

J. A. Peters, lamps, May Co., Cleveland, Ohio, 1115 Broadway

November 20th, 1923

B. T. Twitchell, china and glassware, Wm. Hengerer & Co., Buffalo, N. Y., 16 W. 39th St.

W. R. Hume, housefurnishings, J. E. Fronani, Japanese imports, china and glassware, Woodward & Lathrop, Washington, D. C., 370 7th Ave.

G. S. Rossil, dolls, Frank & Seder, Pittsburgh, Pa., 1372 Broadway, Affiliated Stores.

F. C. Gillian, toys, Thalheimer Bros., Richmond, Va., 352 4th Ave., Kirby, Block & Fisher.

G. Karshar, housefurnishings, Pomeray's, Pottsville, Pa., 240 Madison Ave.

S. L. Morganstern, Christmas toys, S. L. Morganstern, Ashland, O., Pennsylvania, Room 1408.

November 21st, 1923

A. H. Baum, housefurnishings, M. Goldenberg, Washington, D. C., Pennsylvania.

A. Kellman, housefurnishings and toys, England Bros., Pittsfield, Mass., 105 Grand St. (Jay Co.).

Business Briefs

A. A. Warlick, Etowah, Tenn., has sold his general store to W. W. Warlick.

The J. M. Judson Co., Bristol, Conn., has opened a new gift show at 197 Main St.

Martin Ehresmann, New Munich, Minn., has opened a general store.

Elizabeth Durkin has opened the Grey Rose Treasure Shop at 304 Wyoming Ave., Scranton, Pa.

L. C. Williams and C. W. Jones, Williard, O., has opened a cut glass factory. Mr. Williams was with the Libbey Glass Co. for many years and states that a variety of cuttings will be made.

Good-will Psychology in the Export Trade

A foreign salesman traveling in Latin America for a large export concern once took down a memorandum of the name of the patron saint of his various customers and as the saint's day of each approached he sent an appropriately worded card extending felicitations and best wishes for a long life and health, says *Commerce Reports*. A simple act of good will of this kind had an appeal to the recipient quite as marked as the sound policies and fair business dealings of the house that the salesman represented. Beyond that it added just the personal touch which aids so strongly in the cordial development of business relations.

This particular form of expressing good will has been used to advantage by many exporters covering many different occasions. One exporting manufacturer in the Middle West took a trip to the Rockies. At each especially beautiful spot which he visited he would purchase a number of post cards and send these to some of his more important customers abroad who he knew had never visited this country. In this way he was able to create a measure of good will far out of proportion to the small expenditure of time and money involved.

Of course, the period which is chiefly made the occasion of good-will greeting is the Christmas and New Year season. An increasing number of exporters are coming to recognize the fact that the sending of appropriate greetings at this time is quite as important a part of their export procedure as the forwarding of catalogues or the granting of credits. They have learned that the customer abroad is particularly sympathetic toward what is, after all, a simple act of thoughtfulness just at the time when he especially appreciates being thought of. Looked at strictly from a commercial point of view, acts of this kind pay dividends so long as they are combined with worthwhile products and sound knowledge of exporting.

Conveyors Handle Clay at British Port

Belt conveyors for handling china-clay and loading it into steamers are a feature of a new pier at Fowey, on the south coast of England, which is an important ship-

(Continued on page 27)



WHAT THE POTTERIES ARE DOING



BUYING of dinnerware during the last week, was confined in the main to merchandise for first quarter delivery in 1924. Little if any merchandise is available for current shipment, unless such orders have been on file. Distributors who want goods for immediate shipment are not being accommodated, as all available ware is required to make up orders placed by the trade months ago. Realizing the situation in the industry, buyers who have been in the market during the last few days, and even mail orders, have had to do with specifications for January, February and March delivery. January sales merchandise is in very heavy request, also goods for the usual March special sales. Unless there is a very sudden and unexpected change in the situation, many plants will soon have sufficient orders on hand that will insure capacity operation of all dinnerware plants during the early months of the new year.

The nex trip east with the line of the Potters Co-operative Co., that Edward D. McNicol will take, will not be as a bachelor, for be it known that Mr. McNicol claimed Miss Grace Wells, of Chester, W. Va., as his bride, last week, being married by the Rev. Thomas Newcomb of the Chester United Presbyterian church. Mr. and Mrs. McNicol are now on an eastern wedding trip.

E. H. Reel, of Columbus, O., who represents the Taylor, Smith & Taylor Co.'s line in that central Ohio territory has returned to his home, following spending several days at the local plant offices.

Herbert K. Connors, eastern salesman for the Carrollton Pottery Co., has returned to his home here following a late fall journey over his territory, during which time he showed a number of new open stock patterns this firm will feature during 1924.

Art potteries in the Zanesville, O., district are exceptionally active this season—fall and holiday demand for art ware being very heavy. These plants are also engaged at this time in arranging their new 1924 lines, all of which will be shown at the annual exhibit in Pittsburgh in January.

In addition to erecting four additional kilns at the plant of the Albright China Co., Carrollton, O., it is proposed to make other changes and also increase the number of employes by 100 or more. Production of the clay department is to be increased and the plant is to be motorized. Improvements are to be made in the decorating department so that the output of that department can be greatly augumented. Decorating machines of most recent design are to be installed. In the kiln department, a dipping mangle is to be erected, and this will increase production of glost ware.

J. S. Martin and J. F. Gallagher, with the Jordon, Marsh Co., Boston spent some time in the local district late last week, while Leon Neubrik, with Crowley, Milner Co., Detroit, Mich., was also in the market.

Word has been received at the offices of the Knowles, Taylor & Knowles Co., of the intent of Homer J. Taylor to return to his desk soon from an extended European trip. He has sailed on the Majestic, and may return home within the week. He spent some time in France, while abroad.

The death at his home here last Friday morning of ex-State Senator William V. Blake, will be learned with regret by all generalware pottery manufacturers. Mr. Blake taught many operatives their trade, himself coming from a family of potters in England, where he learned the trade of thrower, and, he was the last to be employed as such in the East Liverpool district, and at the Knowles, Taylor & Knowles plant. He was past exalted ruler of the East Liverpool lodge of Elks, a member of Riddle Lodge No. 315 F. & A. M. and also of the Presbyterian church.

Within the last month a number of pottery manufacturers in this district have been in receipt of inquiries from salesmen who seek connections, either to work direct out of the home offices or as resident agencies. It is admitted that several concerns here have been considering the elimination of some of their agency connections, their intent being to have such agency territory covered by the salesmen now employed. This would indicate that few newer connections will be announced in January than has been the usual custom during the January period.

Thomas P. Anderson, general manager of the Pope, Gosser China Co., Coshocton, O., has, since his election as president of the Kiwanis Club of that city proved to be one of its most active leaders. Mr. Anderson is a member of the Research Committee of the United States Potters Association, and is very popular with the trade.

Chairman of the various committees of the United States Potters' Association are now engaged in framing their annual reports, to be presented at the annual meet-

(Continud on page 26)

SEE THE NEW WARES FIRST IN PITTSBURGH

THE OLDEST AMERICAN EXHIBIT
OF
GLASS AND POTTERY WARES

BUYERS should not miss the Forty-fourth annual exhibit in Pittsburgh from January 7 to 26, inclusive. All the new wares for the 1924 season will be displayed first in Pittsburgh. The exhibit is controlled by manufacturers. Buyers will have opportunity to see and compare many lines and also to visit factories in the Pittsburgh district, the center of domestic glass and pottery manufacturing. See the lines of these manufacturers:

Albright China Company
American Bisque Company
American Clay Products Company
Bartlett-Collins Glass Co.
Brush-McCoy Pottery Company
Bryce Bros. Company
Cambridge Glass Company
Central Glass Works
Canonsburg Pottery Company
Carrollton Pottery Company
Consolidated Lamp & Glass Company
Crescent Glass Company
Crooksville China Company
Co-Operative Flint Glass Company
Davies Glass & Mfg. Company
Diamond Glass-Ware Company
Dunbar Flint Glass Corp.
Duncan & Miller Glass Company
Economy Tumbler Company
Fenton Art Glass Company
Federal Glass Company
H. C. Fry Glass Company
Guernseyware China Company
Hazel-Atlas Glass Company
A. H. Heisey & Company
Hocking Glass Company
Hopewell China Corp.
Hall China Company
Indiana Glass Company
Jeannette Glass Company
D. C. Jenkins Glass Company
The Jefferson Company
Edwin M. Knowles China Company
Lancaster Glass Company
Homer Laughlin China Company
Libbey Glass Mfg. Company
Maryland Glass Company
Mayer China Company
Macbeth-Evans Glass Company
D. E. McNicol Pottery Company, of W. Va.
McKee Glass Company
Monongah Glass Company
Mound City Glass Company
National China Company
National Pottery Co.
New Martinsville Glass Mfg. Company
Niloak Pottery
H. Northwood Company
Owen China Company
Paden City Glass Mfg. Company
Phoenix Glass Company
Pittsburgh Lamp, Brass & Glass Company
Potomac Glass Company
Sebring Pottery Company
Smith-Phillips China Company
L. E. Smith Glass Company
Southern Potteries, Inc.
Steubenville Pottery Company
Summit China Company
Taylor, Smith & Taylor Company
United States Glass Company
Vodrey Pottery Company
S. A. Weller Company
West End Pottery Company
Westmoreland Specialty Company
H. R. Wyllie China Company
Zane Pottery Company

Veteran buyers know the value of the Pittsburgh Exhibit. Others should get acquainted this year.

ASSOCIATED GLASS & POTTERY MANUFACTURERS
BOX 555, PITTSBURGH, PA.

JANUARY 7 to 26, 1924



GLASS FACTORY ACTIVITIES



T was indicated to glass manufacturers in this district during the last week by distributors of flint glass products, that early fall sales have been quite tive, and in some instances a little in advance of the lume put out this times a year ago. Retail distribun has been steady, which is in keeping with the early ristmas shopping season, while the jobbing interests ve been pleased with demand for merchandise, both m local stocks, and drop shipments from the factories. Shipping from factories continues rather active, and it not denied that some of the manufacturers can still e care of orders for current year delivery. As a mat- of fact, extreme western and southern shipping can t be well taken care of, this on account of the possiity of delay on the part of the carriers. Middle states d eastern state shipping can be handled with convenie, and merchandise delivered in time for the peak of holiday season.

A new brick addition, 150 by 30 feet has just been npleted at the plant of the Martland Glass Co., Cumland, Md. The Maryland Company not only proposes extend its line, but is also interested in larger producn. The line will be displayed here in January as usual.

Mr. Tracy, of the domestic glass department of the orge Borgefeldt Co., spent several days last week in Western Pennsylvania and Eastern Ohio glass market. s visit here at this time was for the purpose of arrangt lines and connections for the new selling season.

Charles Coburn, for many years in charge of the cut ss plant of the George H. Bowman Co., Salem, O., severed his connection with that interest, and is now aged in the insurance business. Previous to locatt in Salem, Mr. Coburn was with the Knowles, Taylor Knowles Co., of East Liverpool.

After many months of waiting and negotiations, it is v likely that the former North Wheeling, (W. Va.) ss factory will again be placed in operation. The shop been idle upwards for two years, and was formerly aged in manufacturing containers. This plant, howr, is the only idle glass factory in the entire tri-state itory.

Marked activity continues in the membership campaign the Western Glass & Pottery Association. Unless present signs fail, over 100 new names will be added he roster during the current fiscal year, the annual rt of Secretary-Treasurer Watson W. Lang, of Cambridge Springs, Pa., will show. Following the intensified campaign in East Liverpool, O., recently by John H. Harris of the Kaufmann store and Albert Benswanger of the Joseph Horne store, assisted by J. W. Irwin, of the Edwin M. Knowles China Co., other districts are becoming active in the solicition for new members. The proposal to accept women buyers as members of the Association is expected to add at least 50 additional names to the roll.

Greater production is now being obtained at the Gas City, Ind., plant of the Illinois Glass Co., since an additional tank has been placed in operation, from which two machines are suplied.

Judging from reports heard here during the last week, a number of new items will be shown here during the annual Pottery and Glass Exposition by the glass trade. There will not be many new table lines displayed, but in the way of special items, cut and etched designs, and colored decorations many new propositions either have been worked out, or have been already designed for the 1924 trade. Concerning these, manufacturers are saying nothing at this time, preferring to spring their surprises early in the new year.

The application for a charter for the new Association of Glass & Pottery Manufacturers, filed late last week before Judge Thomas D. Carnahan, in Common Pleas Court here, has been referred to Attorney W. W. Storer, as Commissioner, who will hear testimony having to do with the application. Following the filing of the report of the Commissioner with the court, the application will then be granted. The matter of a few weeks only will intervene in this respect.

According to the semi annual report of the United States Glass Co., as announced a few days ago, for the first six months business of the current year, net income was placed at $168,282. This business is said to equal $1.84 per share on the outstanding $2,145,050 stock, of the par value of $25 per share, after deducting interest, but not Federal taxes. An additional listing of 10,000 shares of the stock of the "States" on the Pittsburgh Stock Exchange has been approved, all of which will be of the par value of $25 per share.

The Sneath Glass Co., Hartford City, Ind., manufacturers of tumblers and packers goods, have made a number of improvements to their plant, which include the erection of a new lehr and extensive repairs to one of their larger tanks.

Custom Ruling on Chinese Games

The Board of United States General Appraisers, in an interesting decision rendered recently reduces the tariff rate on the popular Chinese game, Mah Jongg. Judge Waite finds, in a lengthy opinion sustaining a protest of the W. A. Hammond Company, of San Francisco, that Mah Jongg, a game consisting of carved, rectangular pieces of bone and bamboo, thin bone counters, dice and small bone discs, is classifiable as manufactures of which bone is the component material of chief value, rather than as dominoes.

This case was brought before the General Appraisers under the tariff act of 1913. Duty was taxed at the rate of 20 per cent ad valorem under paragraph 341, as dominoes. The board finds that duty should have been levied as manufactures of which bone is the component material of chief value, at the rate of but 20 per cent ad valorem, under paragraph 368.

The wooden boxes imported with these games, containing drawers suitable for holding various pieces of the sets, were also the subject of controversy. The customs appraising officers regarded the games and the wooden boxes as entireties and appraised them for duty as such. The importers claimed that the boxes should have been assessed at the rate of but 15 per cent ad valorem as manufacturers of wood, under paragraph 176 of the 1913 law. This contention is denied by Judge Waite, who finds that the boxes must pay the same duty as the sets, which, in view of the board's conclusions, is 20 per cent under paragraph 368 of the 1913 law. The principle of this ruling will undoubtedly be followed in classifying these games under the 1922 law.

Household Specialties Needed In Mexico

There is a very great need in Mazatlan, Sinaloa, Mexico, for modern appliances and utensils for cooking, better tableware, better plumbing fixtures, better beds, and household equipment in general.

Among these articles the present tendency seems to be strongest in favor of galvanized and enameled iron cooking utensils. A good sale for galvanized-iron buckets and tubs has also developed during recent months. Tableware of the cheaper grades, including cheap glassware, is likewise more in demand. Imported glass oil-burning lamps and lamp chimneys are replaceing to a considerable extent the locally manufactured tin lamps of crude construction, inefficiency, and poor appearance.

The American Dollar in Europe

The stability of the American dollar, which varies but little from day to day in its purchasing power, has made it the most popular currency in Europe rather than the fact that its intrinsic value is so much greater than that of other currencies.

"Few Americans realize how much American money is being used daily in Germany, Poland and Russia," said one New York banker upon his return from Europe. "The flood of one, two five dollar bills into Germany particularly has been amazing."

How this money got into Germany is a question that has bewildered some readers of reports of the outflow of dollar bills from the United States, but the answer, the bankers say, is simple. Remittances by foreign-born residents of this country to relatives in European countries account principally for the quantities now over there. A total aggregating hundreds of thousands a month is said to be leaving the United States through its mails. A large part of this money, however, finds its way back through the channels of trade.

Tourists also have carried much American money abroad preferring to take advantage of steadily declining foreign exchange rates by purchasing marks or other denominations on their arrival in Europe rather than before leaving this country. There is no estimate available as to the amount of money taken out of the country in this way but the sum is large, contributing a substantial amount to the movement reported by Herbert Hoover, Secretary of Commerce, who says the gold movement which formerly was to this country is gradually veering.

"In some countries $5 Federal Reserve notes are valued highest because they are not in circulation to the same extent as bank notes, silver certificates or greenbacks. In Russia it is so difficult to get smaller bills that remittances are accepted in multiples of $5 only, and paid with $5 bills. The dollar thus paid out finds their way into general circulation, where some of them are available later for purchase to pay other remittances, the remainder finding their way into the hoards of thrifty persons."

Glass Worker's Annual for 1923-24

The Glass Worker's Annual Catalog, for the year 1923-1924 has been received from The Glass Worker Press, Pittsburgh, and is an attractively printed volume bound in green imitation leather and filled with a wealth of information covering the technical requirements of the glass industry. The data is arranged in a comprehensive index of materials, equipment and services to facilitate ready reference by glass factory executives.

Business Briefs

B. F. Benkelman, Cass City, Mich., has sold his general merchandise stock to the Detroit Jobbing Co. and closed the store which he occupied for the past 21 years.

The Rosenthal-Kutner Co., Maderia, Cal., have opened a new basement department, displaying extensive china glassware and toy lines.

Helene Hackworth, Ashland, Ky., has opened a Gift and Art shop at 218 W. Greenup St.

I. Mennin has opened a general store at Snyder, N.

BOSTON NEWS NOTES

By

RICHARD D. GRANT, REPRESENTATIVE

BOSTON OFFICE
5
IDLEWILD STREET
ALLSTON
MASSACHUSETTS

AT the annual meeting of the Retail Trade Board of the Boston Chamber of Commerce held last Friday in the Copley Plaza Hotel, George B. Johnson, president of the National Dry Goods Association and chairman of the Retailers' National Council, described the purpose of this council as to form helpful contacts among the associations representing the retail distributing trades of the United States with an opportunity for the exchange of information on all subjects of importance to retailers. A. St. John Morgan, president of the Lamson & Hubbard Co. and vice-president of the Retail Trade Board, spoke on "How the Problems of the Small Stores Are Related to Those of the Large Stores." Mr. Morgan declared it to be his conviction that the small stores cannot consider themselves as in a class apart or think of the large department stores as remote by reason of their size and the magnitude of their operations. The very fact, he said, that the Retail Trade Board has, as members, substantially all the large department stores is not justification of the statement that it is not a board for the small store to be identified with. Rather is it a more powerful and compelling reason for the close affiliation of a large number of small stores with this very board. Felix Vorenberg, president of the board and head of the Gilchrist Co., described future plans as embracing an increase of membership by bringing all stores but particularly smaller stores in closer contact with the Retail Trade Board.

The house of Stickney-Jacobson-Goodman, Inc., Gloucester, Mass., have dissolved partnership. Mr. Jacobson is to enter business in Gloucester under the name of "The Jacobsons" while Messrs. Stickney and Goodman will continue to carry on business at the old stand.

"Thief Signals," the outgrowth of the elaborate system designed to assist secret service agents during the war by detecting the approach of an enemy by land or sea, will make Boston's leading stores safe for shoppers during the holiday season and thereafter. The system which is based on alarm notices of attacks on a store followed by the attack signal, is regarded by merchants and police officials as one of the most progressive steps taken in years. As soon as the signal is sent out every employee in the store knows that pickpockets or thieves are working in the store and all are alert.

F. W. Fisher, formerly with the Nelson Syndicate, leaves for the South this week. Mr. Fisher will travel by automobile and will make his headquarters at Miami, Fla.

Members of the Houghton & Dutton Relief Association held their semi-annual "get-together" and dance last Thursday evening in Paul Revere Hall. Despite the fact that employees in the company have been working hard on the anniversary sale, more than 600 of them were present. There was an elaborate programme of entertainment, each act coming between dances and including many singing and dancing novelties by the employees themselves. All of the proceeds of the affair are to be used for the relief fund of the association.

E. J. Tucker of the firm of Chase & Francis was visiting the principal Connecticut points on a short trip last week.

William R. Claflin has a new line of glassware which attracts the attention of nearly everyone who enters his salesroom. It is known as "Cambodia" and comes in "springreen" and crystal. There are guest sets of crackled glass and stemware which has an unique corrugated surface giving the tumblers the appearance of a tier of tiny glasses set one within the other. This line is manufactured by the Utility Glass Works, Lonaconing, Md.

A. B. Hunt of Lebanon, N. H., was a visitor to Boston during the past week.

Robert W. Corey, with headquarters at Young's Hotel has many new items on exhibition. From the Steubenville Pottery Co., he is featuring the latest creation in the concerns beautiful octagonal shape. Among these are twenty-three piece teaware sets, seventeen piece breakfast sets and eight piece salad sets. There has been a great demand for these. One of the teaware sets which is a universal favorite has a broad chintze border representing a variety of flowers, with here and there a perching bluebird. Besides the octagonal, there is a most attractive plain shape, in a variety of beautiful decorations. All of the ware is cast which makes it very light in weight. Another beautiful design is a powdered blue, with a center decoration of wild roses and asters. From the Bryce Brothers, Mr. Corey has received a line of green glassware of the sort which is attaining such great favor. He is also showing from the same manufacturer some very pleasing things in Venetian optic and block optic stemware. These with crystal bowls and green and blue stems and feet present a charming contrast.

Purchasing Power of $1

The Bureau of Labor Statistics of the United States Department of Labor has just published in the last issue of the monthly Labor Review a table showing the variations in the value of the dollar from month to month and from year to year, beginning with January, 1913.

According to this table, which is based on the average buying power of money in 1913, the dollar reached its lowest mark in May, 1920, when it was worth just 40 cents. In January, 1922, it had risen to 72 cents, the highest point since October, 1916, but it has fallen quite steadily since that time, so that in June, 1923, the last month included in the table, it was worth only 65 cents.

The buying power of the dollar is determined by the wholesale prices of a great many standard, representative commodities which are grouped under nine general headings. The variation in the value of the dollar from year to year, in terms of these commodity groups, is shown in the accompanying table:

AVERAGE PURCHASING POWER OF THE DOLLAR, 1913-23

	Farm prods.	Foods	Cloths & clothg.	Fuel & lighting	Metals & metal prods.
1913	$1.00	$1.00	$1.00	$1.00	$1.00
1914	.97	.98	1.02	1.08	1.17
1915	.96	.96	1.02	1.14	1.02
1916	.82	.84	.80	.80	.62
1917	.53	.60	.57	.59	.44
1918	.46	.53	.44	.58	.53
1919	.43	.49	.41	.55	.62
1920	.47	.46	.35	.42	.53
1921	.81	.69	.56	.49	.78
1922	.75	.72	.56	.46	.82
1923*	.71	.70	.50	.50	.69

	Bldg. mtls.	Chem. & drugs	House furng. gds.	Misc.	All commod.
1913	$1.00	$1.00	$1.00	$1.00	$1.00
1914	1.08	1.00	1.00	1.03	1.02
1915	1.07	.69	1 00	1.06	.99
1916	.83	.57	.94	.84	.79
1917	.64	.50	.80	.67	.57
1918	.58	.47	.66	.64	.52
1919	.51	.59	.55	.57	.49
1920	.38	.50	.39	.52	.44
1921	.60	.76	.51	.78	.68
1922	.59	.81	.57	.86	.67
1923*	.51	.75	.54	.80	.64

* First six months.

Taking Advantage of Foreign Trade Opportunities

In seeking to establish a foreign customer list many essential points are frequently overlooked by American firms says Commerce Reports which says in part as follows: In answering a trade-opportunity notice it is essential that the first letter shall make the best possible impression. Tell the importer who you are and what you are doing. Where feasible, give him some idea of the success you are having, but by all means be conservative; otherwise whatever you say may be classed as "bluff." Describe your product as fully as possible and quote your prices. If your product is not exactly what is called for and your letter to the importer brings no reply, ask him to tell you why he is not interested and what he desires. Business abroad is not carried on in the same impersonal way as in the United States, and correspondence in a friendly tone may develop valuable hints and suggestions.

The bureau has had frequent reports stating that, in replying to trade-opportunity notices, American firms pay too little attention to the business arrangements desired by the inquirer. For example, foreign firms requesting offers for an agency arrangement receive letters offering to sell goods outright. Even if the inquirer replies to such a letter much delay is involved in coming to a common ground of negotiation. Complaints are occasionally received on the score that the appropriate language has not been used or that insufficient postage has been paid. Vice Consul P. Harley Moseley, of Sidney, Australia, writes:

"Often the first letter received from American firms in answer to trade inquiries contains insufficient detailed information to enable the recipient to make a definite decision. If American firms included more detailed data in their first letters, business with firms in foreign countries (especially those remote from America) would be decidedly facilitated. While American firms are preparing their second letters, giving the desired information, some other concern often gets the order."

The foreign importer wants to know at what cost the goods can be landed in his country. He wants to be advised concerning the exact quality of the product—by sample if the nature of the article makes this convenient. In order to quote costs the American exporter must be conversant with transportation rates, customs duties, etc. In case the American exporter does not have this information at hand, a request addressed to the Bureau of Foreign and Domestic Commerce will always bring a prompt reply.

A City of Porcelain

Of all the quaintly beautiful cities of Germany, Meisen on the Elbe, pride of Saxony, occupies a unique place of its own, being built almost entirely of porcelain. In 1740 the first royal porcelain factory was established on the hilltops overlooking the Elbe. In the fifty years that immediately preceded the great war the municipality and individual wealthy citizens were able out of their accumulated wealth to substitute porcelain for brick and stone in the construction of buildings, so that now one-half of the homes, together with several factories and public edifices, are constructed almost entirely of this translucent and very expensive material.

Business Briefs

The general store of Leon G. Cates, Machiasport, Me., recently destroyed by fire was insured at $10,000.

The Fraunfelter China Co., Portland, Me., has been incorporated to do a general china business. L. E. Gass Benj. L. Gould and M. E. Cook are the directors.

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

HELM & SOUKUP
Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

KELLY & REASNER
Representing McKee Glass Co.; Eagle Mfg. Co.; Indiana Glass Co.; Lippincott Glass Co.; N. Northwood Co.; Mound City Glass Co.; D. C. Jenkins Glass Co., and Geo. R. West & Sons.

THE McANULTY CO.
Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER
Direct Representative Lamps, Shades, Dinnerware, Glassware, Aluminum, Baskets, Nickel, Copper, Silverware, etc.

LEWIS H. SIMPSON & CO.
Representing Athens Glass Co., Fenton Art Glass Co., Huntington Tumbler Co., New Martinsville Glass Mfg. Co., and H. R. Wyllie China Co.

Note—Concerns wishing to secure space in this building for display purposes should apply to

ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street



Visit the Palmer House

Albright China Co., Room 25
Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,
Phone, Dearborn 4700

Potters Co-operative Co., Room 684
Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.

While in Chicago Visit
STETSON CHINA CO.
1535-37 S. State Street
Phone Calumet 0876
We are prepared to make immediate shipments.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.

Harry G. Dalzell
Phone
Central 3497

WALTER B. ANDREWS
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Corner Wabash Avenue
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Representing
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CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

---

9 N-WABASH AVE

Ira A. Jones Co.

North Wabash Avenue
Chicago

DINNERWARE
Pope-Gosser China Co.

GLASSWARE
Seneca Glass Co.
Susquehanna Cut Glass Co.
Thompson Studios
National Glass Novelty Co.

LAMPS AND SHADES
The H. E. Rainaud Co.
Wood Art Co.
Century Lamp Mfg. Co.
Haven Co.
Shepherd Co.
Burke Studios
Phone Central 1606

Earl W. Newton & Associates

GLASSWARE
Imperial Glass Co.
Economy Tumbler Co.
Marion Glass Mfg. Co.
The Earl W. Newton Co.

DINNERWARE
Hopewell China Corporation

HOUSE FURNISHINGS
Sauquoit Toilet Paper Co.
Kewaskum Aluminum Co.
Schlueter Mfg. Co.
American Woodenware Co.
Acme Rubber Mfg. Co.
Phone Central 3236

9 N-WABASH AVE

A. W. STEINER'S STUDIOS
Importers and Decorators of
ENCRUSTED DINNERWARE, LUSTRE WARE AND ALL GOLD CHINA
223 So. Wabash Ave.
Phone Har. 2214

THE SEBRING POTTERY CO.

Mr. W. L. Gerald
4523 Racine Ave.
Chicago, Ill.
Phone: Edgewater 2380
Display Room, 1319 So. Michigan Ave.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

HELP WANTED

REPRESENTATIVES WANTED. Manufacturer of a good selling line of Wrought Iron Novelties, wants representatives calling on Lamps, Housefurnishings, China and Gift Shop trade. Men that can secure big business only. Write advising experience, lines handling, territory covering. Box 289, care CROCKERY AND GLASS JOURNAL.

SALESMAN with following among the hotel, restaurant, soda fountain, railroad and contractors' supply houses, ship chandlers and jobbers of hardware and glassware, with thorough knowledge of china, glassware and housefurnishings, is desirous of making connections with manufacturers. Box 291, care of CROCKERY AND GLASS JOURNAL.

AGENTS WANTED

ON account of increased production of decorated dinner ware, The Mercer Pottery Co., Trenton, New Jersey, are about to appoint agents west of Mississippi. We are anxious to consider those equipped with an adequate selling force and good display quarters.

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all COLORS. Private Moulds Worked.

FACTORY:
255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

In the Household Utilities Aisle

(Continued from page 22)

ing a detachable lid, which can be used as a heater in a cold room, as good as any 660 Watt headlight heater produced. The "Kook-Rite" promises to be one of the best selling electric culinary appliances, owing to its efficiency, economy and durability. The firm will be glad to quote prices or further information regarding this new electric stove upon request.

What the Potteries Are Doing

(Continued from page 19)

ing of the Association scheduled for Washington, D. C., Dec. 4-6. These reports will cover a period of eight months only, as it recalled the Association delayed its 1922 annual gathering until April last, when it convened in the Hotel Astor, New York. Much interesting work has been accomplished during this three-quarter period, however, expecially in the research and transportation sections, and these details will of course be referred to in these reports.

Donald Thompson, sales manager for the Thompson Pottery Co., and Malcom Thompson, office manager for the Hall China Co., have returned from New Haven, Conn., where last Saturday they witnessed the Yale-Princeton game. Both were former Yale students.

F. I. Simmers, in charge of sales for the Hall China Co., spent the current week in New York attending the annual convention of the Hotel Owners Association. Mr. Simmers had no samples with him, just mingling with the crowd. Upon his return here early next week, he will then make a brief visit to the Chicago territory, which will be his last journey of the old year.

W. E. Wells, of the Homer Laughlin China Co., is spending a season at Pinehurst, N. C., as is his usual custom in the spring and fall.

William Tickell, of Baltimore, Md., eastern salesman for the Edwin M. Knowles China Co., is spending a few weeks at the home office, arranging lines for the next year. He proposes to spend the January season at the local sample rooms and home office.

When Sending Catalogues Abroad

American business houses sending catalogues to prospective customers and agents in Latin America, notably in Chile, by parcel post and open mail, frequently send letters relating to them by registered mail or in the open mail, and a copy by the following boat. This is good so far as it goes, for, if the original letters does not arrive as often happens, the copy will serve the purpose. It is very seldom, however, that the exporting house thinks to send a duplicate catalogue by a subsequent steamer. This often is a very great handicap and means the loss of several months while another copy is being written for and delivered.

In sending catalogues to agents or prospective agents it is advisable to send several copies, as the agent, in order to determine whether or not he can interest customers, is obliged to have catalogues, and reading matter together with price lists, for study. If only one or two catalogues are sent, as is sometimes the case, the agent has very much greater difficulty in presenting convincing arguments to prospects.

Another complaint frequently heard is that American exporters have certain discounts for the home trade and others for export trade, yet the catalogues which they send abroad sometimes contain only the prices for the domestic trade. They should contain the exact prices and discounts noted for each article for each trade. Otherwise agents are seriously embarrassed and customers discouraged through inability to determine the exact cost of articles which they might be interested in purchasing.

GLOBE DECOLORIZING COMPOUNDS

SELENIUM SODIUM SELENITE

B. F. DRAKENFELD & CO. INC.

50 Murray Street, New York Potters Saving & Loan Building, East Liverpool, O.

The Roessler & Hasslacher Chemical Company NEW YORK

BRANCHES:
Cleveland, O. Chicago, Ill. Trenton, N. J. Boston, Mass. Philadelphia, Pa. San Francisco, Cal.
New Orleans, La. Pittsburgh, Pa. Kansas City, Mo.

THE ROESSLER & HASSLACHER CHEMICAL COMPANY BRIGHT GOLD NEW YORK

Fac-Simile of Label "Made in America"

Liquid Bright Gold

Overglaze—**Colors**—Underglaze

Liquid Lustre Colors—Oxides and Bodies for Decorating and Coloring

CHEMICALS

Minerals and Oxides

—for—

Pottery, Glass, Enameled Ware, Tile, Clay Products

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Highest Grades.

America's Leading Ceramic Material House

NARCISSUS BULBS

PAPER WHITE :: TRUE GRANDIFLORA

For growing in bowls.
Size and good condition guaranteed.

	Present Prices	Per 1000
12-15 centimeter bulbs,	1250 per case	$17.00
14-16 " "	1000 "	23.00
15 & up " "	900 "	27.50

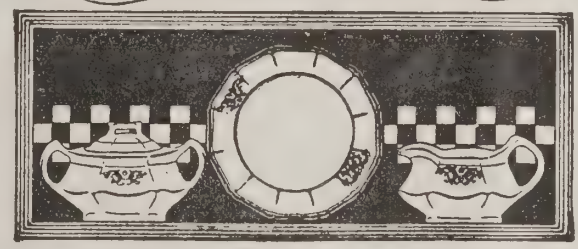
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Write for prices on 10 or more cases.

McHUTCHISON & CO.

95 CHAMBERS STREET NEW YORK CITY

LIMOGES CHINA



THE LIMOGES CHINA CO., SEBRING, O.

New York Representative

E. V. Weiss, 874 Broadway, corner 18th Street

Telephone: Stuyvesant 6667

Conveyors Handle Clay at British Ports

(Continued from page 18)

ons of clay were shipped, largely to the United States. The pier or jetty extends at a sharp angle from the river bank, so that it has a berth 300 feet long on one side only. Steel cylinders sunk to rock and filled with concrete support a frame of steel girders having brick arches between them and a concrete deck 50 feet wide. Freight cars of 10 and 12 tons capacity, having the ends hinged at top, are run upon a tilting table at the shore end of the pier and dump the clay into a circular chamber 34½ feet in inside diameter and 23 feet deep. As this chamber, supported on foundation cylinders, extends below the water, is made with a 33 inch concrete wall between two steel shells.

A hopper in this chamber feeds the clay upon an inclined conveyor belt traveling at 125 feet per minute and rising to a height of 35 feet above the pier. At the top, the clay is delivered by a transverse belt to a horizontal belt extending the full length of the pier. This belt serves a loading tower which travels along the berth side of the pier and has an inclined adjustable chute to deliver the clay into the ship's hatches. A revolving shoe or spout at the end of the chute spreads the falling clay and reduces the amount of hanad trimming of the cargo in the hold. The conveyor galleries and the tower provide for duplicate equipment of belts and chutes when required. To handle clay shipped in barrels and sacks there is a 3 ton revolving crane traversing the top of a gantry travelling on the berth side of the pier and between the shipping tower and outer end of pier.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *73 Barclay St.*
"The Dinnerware House of America."

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND SPODE CHINA AGENCY, *43 West 23rd St.*
Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *135 Fifth Ave.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND & CO., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, *39-41 West 23d St.*
Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., *105-107 East 164th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China
Metal Goods and Housewares Trades

M. ROSENBAUM & SONS, *32 Union Square*
Bavarian China Ware. Representing M. Rosenbaum & Sons, Bavaria.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., J. H. Weatherby & Sons, Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Value and Watcombe Pottery.

L. STRAUS & SONS, *42, 44, 46 Warren and 116 Chambers Sts.*
Importers and Manufacturers.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Successors to Takito, Ogawa & Co. and the Tajimi Co. Japanese and Chinese Goods. Catalogues upon application. Tel.—Stuyvesant 3823. Chicago Office, 327 West Madison St.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, *65 Barclay St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Cox & Company, Representatives, 120 Fifth Ave.*
"The House of New Ideas." Cameo Etchings and Encrusted Coin Gold.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., *Fredk. Skelton, Representative, 200 Fifth Ave.*
Colored and Iridescent Glassware.

ECONOMY TUMBLER CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *224 Fifth Ave.*
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. T. W. Hamilton, Representative, 139 Fifth Ave.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

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Managing Editor
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BRANCH OFFICES

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J. H. SMYTHE
312 South Clark St.

Boston
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5 Idlewild St.
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AS THE EDITOR SEES IT

PAYING THE PIPER

ONCE upon a time the retail merchant conducted his business on the happy-go-lucky "rule of thumb" basis. That is a good many merchants managed their business in this easy-going way, depending upon the snap judgment of the moment to guide them in handling their stores. But not all stores so conducted their affairs and while less system was in use and statistics practically unknown, the successful stores did manage their affairs in a thoroughly efficient manner for their day. The rule of thumb manner of doing anything might possibly do fairly well, providing the thumb used happened to be directed by the brain of a competent business man, who knew how to buy, how to sell and how to direct the finances of the enterprise. That is about all the rule of guidance there is in the rule-of-thumb method. Today in the millrace of keen competition, every aid of practical value should be used to manage a business.

TODAY is the day of statistics but compiled data of any kind is of no value unless it can be used—applied to the current business problems at hand. Almost all of the larger stores are compilers of statistics, which they supposedly make use of to increase their sales. Some stores attempt to solve all their knotty problems by statistics but not many succeed very well. Statistics are valuable, for they show over long periods what has been accomplished in the past, but they are not of any use unless well used. Like much of the system now installed, data is often responsible for an increase in expense without any practical benefit. So, if you cannot put figures to work do not compile them.

THE high cost of distribution is still furnishing a big topic for discussion and while some stores believe they have made some headway toward its solution, the real causes of the high cost of distribution are fundamental economic problems and must therefore be solved at their source. We cannot say, for instance, that railroad rates and cartage charges are too high and attempt to reduce these items of expense without doing anything elsewhere. The basic causes are not in these and similar items of expense but one of them is found in high rents. And, when you begin to "work back" in your analysis of high rents, you will find that the prominent stores are themselves the cause of high rents. By attracting to their location other retail concerns they build up new trading centers, and floor space for doing business in this favorable locality is naturally more desirable than elsewhere. By this means, by this natural growth, higher value is given to land and buildings and this means higher rental and its equivalent of greater interest and the natural sequence of higher assessment for taxation follows. And, there you are.

ALL of us who listen to the music must inevitably pay the piper. We can sit down at a restaurant and get a steak with trimmings for sixty cents, and we can go to another restaurant and get a steak for two-fifty. A very large number of us prefer the two-fifty variety. There is more and better meat in the high-priced article but not in proportion to the price. But we are not paying the entire amount for the steak, for a large part of its price represents service. In terms of dollars and cents this service of the meal represents increased cost in the tablecloth which is used but once, the large napkins which must be sent back to the laundry, in the attractive china, the glassware, the silver, music. All these things form the attractive atmosphere of the restaurant most of us prefer. The same scale is observed in the "service"

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Beating the "Last Best" Sales Record

Some Methods of Selling Which Have Proven Their Worth as Business Builders Under the Pressure of More or Less Stiff Competition

THERE are many methods of selling merchandise and while the character of the product to be distributed must be considered in outlining any kind of a sales campaign, the fundamental elements of successful selling are substantially the same in every field and in all kinds of merchandise. For the first step that must inevitably be taken in building sales, is to make an agressive attempt to popularize the particular line of merchandise to appeal to a bigger and broader market. In the case of a manufacturer or wholesale distributor, this work of building sales is conducted through advertising, either national or through trade journals, through the personal contact of competent salesmen and possibly by direct mail solicitation. Often all methods are utilized to make a big drive for bigger sales.

In the case of the retail merchant, the same methods must be substantially adhered to. Advertising in newspapers is important to reach a bigger consumer zone, direct-mail appeal may also be utilized and display of the merchandise in windows and in the store, backed by the usual salesforce, must all be fully taken advantage of to insure a larger sales quota. There are many ideas found in the experiences of men in the selling game, wherever closely related to any particular line or not. All who are successful in selling are successful in handling the psychological aspects of the human equation, and that is about all that selling is. But the phases of selling are almost endless and the variety unending. To give a new angle and possibly a new turn of an idea now and then, we publish a series of selling talks. This article on "When the Need Arises to Beat the Previously Set Sales Quota," was written by Frank L. Scott, and appeared in a recent issue of *Printers' Ink* magazine, from which we quote in part as follows:

Some weeks ago I attended a salesmen's convention at the invitation of a sales manager who had been associated with me in another business some years ago. Although the product is manufactured in the East the sales meeting was held in Cleveland, as that city was a more convenient meeting place.

On the evening before the close of the meeting the manager showed me a telegram which he had received that afternoon from the home office. It read, "Must look to you to sell twenty thousand cases more than original quota set for year. Will explain on your return."

The sales manager was rather sober. "The original increase set and secured for the year represented a very substantial growth over the previous twelve months," he said in comment. "The boys have been forced to work like Sam Hill to make the gain. And here it is October first, and for some good reason which can't be telegraphed we must now get almost double the volume we have in sight for the remaining three months of the years."

On the following morning we went to the room in the hotel where the sales meeting was taking place. It was the last day and the usual last-day let-down was in the air. But it disappeared after the telegram was read. The day was spent in considering ways and means for providing the sudden spurt which was requested. Fortunately the salesmen knew that the home office would not have sent out the call unless it was absolutely necessary. That fact alone was enough to make them pitch in earnestly and come through with practical ideas.

Nearly every business faces this same problem at one time or another, though it may be in a different form. Perhaps even the original figures set for the twelve months are not being met as the year draws to a close. Something is needed to bring sales over the top.

The sales manager previously quoted said to his men: "One way to approach the problem is to imagine what we would do if all our present restrictions were removed and then get back to company policies and see if some compromise isn't possible.

"For example we refuse to put on free deals of any sort. In principle we are sure that we are right. But let's look at the matter with a fresh eye."

That one subject aroused quite a discussion. Finally one salesman made a suggestion which helped substantially in bringing the desired volume. The idea has been worked before in other lines, but in many cases it is still a good method of building volume. The dealer for one week piles a window full of packages of the product on which the drive is being made. In the window a card announces that prizes will be given to those who come nearest to guessing how many packages are in the pile. This plan is most effective where the product has a popular appeal and a popular price.

The salesman who suggested it said, "We will supply the dealer with inexpensive prizes, so theoretically a free deal is involved. But we are justified in this case in looking at the matter from a different angle. We can first put up the proposition to the best or biggest dealer in each city. For one week he agrees to fill one whole window with our goods. That window is worth something and at the present time we rarely get it exclusively. The prizes are simply a justifiable payment for a week's use of the window. In order to pile up the window the dealer will often have to order more of the goods for immedia

lelivery as he must stock both his shelves and the window. He is justified in this, as a contest of this kind stimulates sales of the product. People who guess are not obligated to buy, but they have to enter the store to leave he slips on which they have written their estimate. Once n, they feel that they ought to buy something. The logical article to buy is that on which they hope to make some noney through the guessing contest."

This was one of the ideas which enabled this particular sales department to produce the extra business called for by the manufacturing department.

Another extra bunch of business was secured by going lirect to large buyers on behalf of leading retailers. The alesman would ask one of the better dealers in town, 'Did you ever try to sell our goods direct to larger buyers? With your permission I will be glad to call on some of your customers who could advantageously buy in arger quantities. I will represent myself as being your own employee and act exactly as such an employee hould." This resulted in extra sales to hospitals and ther institutions.

One house which had to make a special drive, employed ne field man for every five salesmen. This field man rdinarily spent most of his time going around with the nen and coaching them. True, the two men in calling ogether sold more goods than one. But in the hour of eed the list of customers and prospects was divided and ne field men for two months were sent out to sell alone. The omission of duplicated effort meant that the actual ales force was increased one-fifth. Sales were increased n much more than that proportion because the field men were ex-star salesmen and had a much higher batting verage than the rest of the sales force.

At the end of the two months they went back to their ormer work as coaches. Incidentally their high records ad opened the eyes of the lower-keyed men wider than ver before to the selling possibilities of the line.

Special drives may often be helped along by the correspondents in the home office. In the hour of its need or greater selling one house made it a point to put a selling thought" into every letter or statement that went ut. During one week every letter, regardless of its nature, bore a postscript which read, "P. S. Your customers ill appreciate the convenience and lower cost of buying ur goods in the larger package. Increase your sales by uggesting a five-pound package to everyone who asks for one-pound package."

During the following week another postscript was used. his one read, "P. S. Our records show that the best rofits are made on our goods when the full line is carried. On request we will gladly give you some actual ealers' experiences showing how much more profitable it to carry the full line."

The same messages were typed on the bottom of all atements and receipted bills. Every stenographer and very bookkeeper was thus added to the sales force!

The messages were changed from week to week.

People hate to throw away anything which seems to be of value. This principle has been many times employed to provide a needed spurt in sales. A coupon good for a certain per cent of the purchase price of an article may be used to stimulate demand.

Often the product has reached a good volume of sales, but from there on almost refuses to advance. The hard-boiled prospects (both dealers and consumers) are the ones that are left. Somehow they must be sold. One characteristic of the so-called hard-boiled is their desire for something for nothing. We are all that way, but the hard-boiled are even more so. Also, the hard-boiled make "Your price is too high" one of their pet objections.

One staple which carried a higher price than most of its competitors faced exactly this difficulty. It rarely lost a customer when once secured. But investigation convinced the manufacturer that there were many border-line prospective customers who refused to make the first trial simply on the score of price. The difference between the price of this product and cheaper similar goods was very small. To meet the need for extra sales one salesman suggested a coupon having a face value equal to the difference in price. "Everyone respects our goods," he said. "Many would buy them if our prices were the same as the price of goods that look just like ours but are not as good. Let's remove this restriction temporarily. We can afford to because we know that it will secure as a brand new crop of steady customers."

A special newspaper advertising campaign was prepared. It included a coupon good for 15 cents when applied toward the purchase of the product. In many cities 80 per cent of these coupons were redeemed. Careful checking indicated that over half of the coupons had been turned in by people who were not regular users.

Then there are other ways of getting the slow-to-respond consumer. He may get another article free, this article being given to the dealer who makes the regular profit on the goods which he bought in the regular way. For example, one tire manufacturer built up his inner tube business by giving the dealer a tube with every cord tire. Advertising then featured for a limited period "a tube free with every tire." The manufacturer sacrificed practically all of his profits for the time being, but is convinced that the offer paid when the year's business and the year's profits were reckoned.

In some lines the larger dealer may be a jobber, or may be considering an entrance into that additional field. Dealers in the latter class often provide the necessary outlet when sales must be suddenly enlarged. The salesmen in one case were practically taught how to advise the budding wholesaler in such a way as to launch him safely on his new undertaking, and junior salesmen employed by the manufacturer were sent to act for a short period as the jobbers' own employees.

In the case of a line of farm implements the need of speed sales came in the late fall and early winter—just when the farmer has no earthly use for such equipment. Dealers naturally had no desire to stock up. Some couldn't

(Continued on page 20)

Glass Industry in Spain

Spanish cut-glass bottles and tableware are now entering upon a period of good and regular activity. At Seville, the Vidreria del Conde de Colombi has commenced production on a large scale, and, to this end, they have placed a large gas furnace in operation; it is on the "Universal" system, with twelve crucibles of an unique type in Spain. This furnice has been constructed by a German firm, and has given excellent results during the few weeks it has been running. The glass is cast in less than 12 hours, and the furnace is provided with a system of aeration, which enables the hands to work without suffering any inconvenience from the heat. *Le Verre* reports that the strikes have now come to an end, at the works of the Rubert, Planell, Lligé, Jové, Tarrida, and Rafel, and work has been resumed; for the moment, only half the staff is at work, but steps are being taken to find work soon for the other half. The strike lasted altogether six months, and, as these works are the most important in Spain, all the stocks collected have now been cleared.

Wanamaker Store Celebrates Its Centennial

With a laudable record of a century of successful retail distribution, the John Wanamaker New York store celebrates its centennial. This long period covers the business activities of A. T. Stewart & Co. from 1823 to 1896 and from the latter date the great mercantile establishment builded by that "Merchant Prince," the late John Wanamaker.

The centennial celebration, which began November 16, was naturally distinguished by a direct and vivid featuring of that old New York of Mr. Stewart's day. An exhibition of relics of 1823, and especially an interesting collection of data concerning A. T. Stewart attracted great crowds to the rotunda of the "old building," that last word in merchandise distributing which, at the time of its completion in 1862, was regarded, to quote the New York *Tribune* of that date, as one of "the proudest monuments of commercial enterprise in this country."

This original A. T. Stewart building, as well as its tremendous adjoining one built since John Wanamaker took control of the business, constitute one of America's greatest and most historical department stores. The late John Wanamaker himself once wrote:

THE CROKERS GUESSED WRONG

"When Stewart built that business palace at Broadway and Ninth, folks said: 'Oh, it is too far up town, people will never go there to trade!'

"When John Wanamaker bought the A. T. Stewart store in 1896 the children of the folks who made the remark just quoted said: 'Oh, it is too far down town, people will never go there.'

"Both remarks were wrong!"

The original Stewart building never looked so attractive as during this Centennial celebration, during which it was the center of the admiring interest of thousands of visitors. It was bedecked in festival array entirely in keeping with the occasion, and the rotunda, with its graceful marble staircase, was the very heart of the store. Here visitors were given a Centennial book of a hundred pages, which told the story not only of the business for the past hundred years, but also of New York City during the three hundred years since its settlement by the Dutch. That this interesting book s well worth reading and keeping is shown by some of its topics. It tells how Wall Street got its name; why Broadway turns at Tenth Street; what "straight like Pearl Street" means; when candles gave way to gas, and gas ot leectricity; the origin of Greenwich Village, of Washington Square, of Union Square and other centers. It tells of sleighing on Broadway, and of the coming of horse cars, cable cars, electric cars, subways and bridges. It even remarks that our forefathers, even so late as 1811, stated officially. "It is impossible for centuries to come that the ground north of Harlem flat will be covered with houses."

This book, which was given away by the thousands had its story of old New York supplemented in the Wanamaker auditorium by several of the most appropriate scenes from the Cosmopolitan motion picture, "Little Old New York," shown from November 16 to 24, in connection with a program featuring "music of a hundred years" from the harpsichord down to the modern piano.

Naturally such an occasion as a one hundredth anniversary called for tremendous sales, and these were put forward in practically every department of the great Wanamaker store. An eight-page newspaper of regular newspaper size made its appearance on the anniversary date, and was distributed lavishly, as an accompaniment of daily newspaper advertising of the Centennial. The first page of the Centennial newspaper was devoted largely to historical data of the A. T. Stewart-John Wanamaker store, an atmospheric sketch of the original Stewart store, with a scene of Broadway a hundred years ago furnishing a striking contrast with the great store of today.

The remainder of the newspaper was given over almost entirely to department advertisements of special value giving sales. "These sales," states the bulletin, "have been specially prepared to reciprocate in a measure the good-will that has come to this store not only during the hundred years since Stewart's first store, but especially since 1896, when John Wanamaker took over the business."

The sales set forward in the store newspaper are to continue throughout the celebration, which was expected to last well over a week.

Purchasing Power of $1 Now 66 Cents

Prof. Irving Fisher, of Yale Uinversity has announced that last week's prices averaged 151 per cent of the pre-war level. The purchasing power of the dollar was 66 1/10 pre-war cents. Crump's index number was 15

CAUGHT IN THE NEWS NET

VISITORS to the salesroom of Frederick Skelton this week, will find him in more than unusually joyous spirits and the reason, is no other than an addition to the Skelton family on Thursday of a fine bouncing girl, at the Flushing Hospital. Both mother and daughter are doing well. The box containing the famous Skelton brand of cigars is open to all callers.

Alfred G. Moment, importer of the M. Redon French China, returned to his desk last Friday, after making a months' trip, which took him as far as Chicago.

Frank Farlow who is a member of the Johnson Bros. sales staff in England, arrived in New York aboard the Scythia last week for a visit to the New York office and to make a study of American methods of salesmanship. While here he will make some road trips with Geo. Higginson who is associated with the local office.

Edward Riewald, salesman for A. J. Fondeville & Co., arrived home last Friday after a several weeks trip which took him as far as Kansas City. He reports business flourishing all along the line. John Plummer another member of the concerns sales staff put in an appearance also on Tuesday after rounding up a nice bunch of orders on a trip south and to the coast.

Max Lowenstein, the well known housefurnishings representative is making very satisfactory progress on the road to recovery after an operation last week at the Mt. Sinai Hospital, which news will be welcomed by a large circle of friends in the business.

C. J. Pratt, who operates as the National Glass Co., in London, England, representing a number of well known American factories, arrived in New York last Friday aboard the Berengaria, for a visit to the various plants with which he is identified as agent.

It will be good news to the many friends of Harry Windhorst, who as previously reported, was operated on at the Eye & Ear Hospital for the removal of one of his eyes, has improved so nicely that he was able to be removed to his home 460 West 149th St., last Thursday, where his doctors hope to restore the sight of his other eye which became affected after the operation.

L. Bernardaud & Co. to Move Uptown

The well known French china importing concern of L. Bernardaud & Co. is the latest firm to announce their intention of joining the uptown china center.

A lease was signed last week, whereby they acquire the entire fourth floor of the building at 49-51 West 23rd St., where they will remove on February 1st from their present quarters at Murray St., which they have occupied for many years.

Being one of the best known French china manufacturers, the concern will be an important addition to the list of prominent importers now located uptown.

American manager James J. Temple plans to fit the new salesroom up in a very handsome manner and which he anticipates will be all in readiness by the middle of February. In the meantime Mr. Temple and Fernand Desmaison who is associated with him in the business here, plan a busy time ahead getting the place in shape.

Occupying salesrooms in the same building with them is Wm. G. Mueller, Inc., well known importers of the Heinrich & Co. dinnerware and associated lines.

Former Association Treasurer Hamilton Presented with Handsome Watch

A special meeting of the Board of Management of the Salesmen's Association was held at the Crockery Board of Trade rooms last Friday for the purpose of extending thanks of the Board personally and in behalf of the Association to George Hamilton for the faithful and efficient service he rendered the organization for the past fifteen years as treasurer. Mr. Hamilton only recently resigned on account of poor health.

After the meeting was called to order E. W. Hammond, President of the Association, in a very appropriate speech paid glowing tribute to Mr. Hamilton's service to the organization, following which, he presented him, on behalf of the members of the past and present Boards with which Mr. Hamilton had served and a few other friends in the Association, a very handsome platinum watch and chain.

Replying to Mr. Hammond's remarks Mr. Hamilton said:

Mr. President and Fellow Members:

This is quite a pleasant surprise to me and difficult for me to find words to express my deep appreciation of your kind thought in making me this handsome presentation.

I can assure you that it has always been a great pleasure for me to discharge my duties as Treasurer and to do all I could to keep built up this wonderful association. I say wonderful because when you look back to the birth and how it started and compare its present showing it is wonderful how it has grown.

In 1907, when I took the office of treasurer, the Reserve Fund was $3,487.02. Today this fund shows the handsome balance of $2,508.36 in cash and $20,500 in Lib-

(Continued on page 24)



WHAT THE POTTERIES ARE DOING



THE bulk of the new business placed with generalware pottery manufacturers during the last week has been for 1924 shipping. It is almost impossible, so a number of buyers have said, to get merchandise for immediate delivery, and in most instances plants are quite well filled up with orders requiring all possible production during the balance of the current year. Inquiry for dinnerware for first quarter delivery during 1924 is very active, in fact, records of many offices show that current inquiries are far ahead of the volume received during the same period a year ago.

It is just a year ago when rumor was rife that adjustment of the strike in the trade was about to be made, and all distributors then either rushed into the market or made written inquiry about the possibility of obtaining merchandise.

Throughout the entire generalware industry the demands being made upon the manufacturers are exceptionally heavy. It has been so for months past, and indications at this time are that the demand will continue for months to come.

Homer J. Taylor, president of the Knowles, Taylor & Knowles Co., who has been touring parts of Europe for several months, returned to his desk late last week. "I love America better than ever," Mr. Taylor suggested. "France is working, and working hard Its people are busy Parts of Italy are in more or less distress But the old United States is the land for me, first, last and all time" Mr Taylor did not visit Germany; neither did he visit any of the ceramic plants in Europe

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Among the buyers visiting the market within the last few days were "Pete" Rinkin, with the Boston Store, and Gilbert Smith, of the Basement department, Marshall Field, Chicago; R. Mendihoff, of the Newark Crockery Co., New York; J. E. Dorton, of the Wilson China Co., Charlotte, N. C.; Mr. Stetson, of the Stetson China Co., Chicago; F. J. Miller, with G. Somers & Co., St. Paul, Minn.

E. M. Meder, Chicago representative for the Smith, Phillips China Co., of this district, has returned to his office following a brief visit at the factory sample rooms here.

William J. Owen, formerly salesman for the Potters Co-operative Co. in the Pennsylvania and New York State district, has taken the management of the sales department of the Empire China Co., Burbank, Calif., and reports that this Western dinnerware plant is working to the limit of production. "It's a great country out here," Mr. Owens writes to friends here. Following his retirement from the Potters Co-operative Co. sales department, Mr. Owens spent some time on his farm in the Southwest before locating in Burbank.

A number of new open stock patterns will be shown by the Thompson Pottery Co. on their "Glenwood" plain shape for 1924, selections having been made and early samples now being shown in the factory sample room. Borders, of course, predominate in the new offerings, and in addition to these all the popular patterns of the 1923 season will be included in the 1924 line.

W. E. Wells, of the Homer Laughlin China Co., has returned from a brief fall holiday spent at Pinehurst, N. C.

Although no special Pullman car could be obtained to be run direct from East Liverpool to Washington on account of the annual meeting of the United States Potters Association, sufficient reservations have been made, however, to fill one car from Pittsburgh and half of another. The Western crowd will gather at Pittsburgh the evening of December 3 and will arrive in Washington the following morning. Business sessions will feature the first two days, and it is very probable that the last day of the session will be spent in the ceramic department of the United States Bureau of Standards. The program for the three days is being designed by President George C. Mitchell, of the Pope, Gosser China Co., Coshocton Ohio. The annual banquet will probably be held the evening of the second day.

Charles Fraunfelter, of the Ohio Pottery Co., Zanesville Ohio, has acquired an interest in the business of the American China Products Co., at Chesterton, Ind., according to reports received in this district. The latter concern has been featuring a line of hotel china, and a somewhat similar line has been made at the Zanesville plant. Mr. Fraunfelter was for some years formerly identified with the art pottery business in the Zanesville district, but of late has been associated with the china branch of the industry.

There is a possibility that ware will be made in the new plant of the Homer Laughlin China Co., at Newell, W. Va., before the year end. Constructon of this new plant is practically finished and equipment is being installed with considerable rapidity. Joseph M. Wells

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GLASS FACTORY ACTIVITIES



TIME is fast approaching when flint glass manufacturers will be unable to accept much more business for current season delivery. Fact is, the bulk of the holiday requirements of the distributing interests, both retail and jobbers, has either been forwarded, or else is on the floor awaiting packing. There is more or less inquiry about merchandise for the January sales season, and a considerable amount of this class of business has been placed with the manufacturers.

Steady operation of flint plants for the first quarter of 1924 are assured, judging from the volume of future orders being received, but it must also be remembered that on top of this amount of business, there is that volume that is always offered during the January buying season.

Although quite a few buyers have been in the local market during the last few weeks, most all have been interested in merchandise for 1924 delivery, especially for January and February offering. It generally follows that after visiting the East Liverpool district, the buyers come into the local market for the purpose of placing orders for January sales.

In order that its production for 1924 might be considerably augmented, the Westmoreland Specialty Co., Grapeville, Pa., is about to place in operation a new 16-pot furnace. This addition will give the company the output of 32 pots. The new 1924 line of this firm is about completed, and the entire sample line will be trucked into Pittsburgh to be displayed at the Ft. Pitt Hotel in January, about one week before the actual opening of the big exhibit.

Interest is being created in and about Cumberland, Md., for the rebuilding of the former plant of the Wellington Glass Works, which was destroyed by fire some time ago. Among the prime movers in this direction are Conrad W. Stark, Theodore E. King and Thomas L. Myers, of Cumberland. The concern formerly made a line of tumblers and lighting glassware.

A general line of tumblers and stemware is now being featured on a very large scale by the Weston Glass Co., near Weston, W. Va. A number of improvements have recently been made to the plant with the view of increasing production.

On account of the increasing demand for bottles and other containers, announcement has been made here that the plant of the Scott, Warman Glass Co., Stroudsburg, Pa., will hereafter operate on a 24-hour per diem basis.

A varied line of products is to be made by the new National Glass & Lens Co., recently formed at Lancaster, O., of which Albert Stein is president. Pressed and blown ware will be made a leading feature of the production, although ground, polished and silvered lens will also be included in the line. The concern has been chartered with a capital stock of $75,000, and the contract for the construction of the plant has been awarded.

Fifty bonds of the Hazel-Atlas Glass Co. of Wheeling, W. Va., have been called for redemption Dec. 1, by the Dollar Savings & Trust Co., Wheeling, W. Va. These bonds were issued in June, 1913, and were secured by a deed of trust on the propreties of the corporation. The call has been issued for bonds numbered from 301 to 350 inclusive.

News has been received in the local glass district of the destruction by fire at San Francisco, Calif., of the plant of the Pacific Coast Glass Co., with an estimated loss of over $200,000. The origin of the fire has not been learned. The company made a general line of containers for the coast trade.

A. H. Sweet, a well known glass manufacturer of the Lancaster, O., district is at the head of a movement to erect a glass factory on a five acre site at Monroe, La., under the name of the Southern Glass Novelty Co., and which will cost perhaps in the neighorhood of $60,000. Other units to the initial property are proposed to be erected at a later date.

Portables, floor lamps, junior lamps and similar lighting effects are in exceptional heavy request, according to manufacturers of the line in this territory. All such factories are operating to capacity, and while orders for current delivery are very heavy, there is a noticeable inquiry for merchandise for 1924 delivery, and all through the first quarter. The new portable lines are selling very well, and the bulk of the holiday shipping is about out of the way, leaving the shipping departments free to work on future business. Factory stocks are low, and goods have been shipped practically direct from the different finishing departments. The season as a whole has been a very good one for all connected with this line of goods.

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BOSTON NEWS NOTES

By

Richard D. Grant, Representative

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5
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ALLSTON
MASSACHUSETTS

PLANS for the prevention of shoplifting and store thieving during the holiday season were the chief topics of discussion by the members of the protective association of fifteen of Boston's largest retail stores at a dinner last Thursday evening given by the Stores' Mutual Protective Association in the Colonial Restaurant of the Shepard Stores. There were about one hundred persons in attendance, including superintendents, credit managers and detectives representing the stores which are members of the league. The various speakers pointed out that a closely welded organization for crime prevention had grown out of this association of store detectives. Edward P. Halloran, manager of the Stores Mutual Protective Association, gave an interesting report of the progress made since the inception of the organization. To date, more than 3300 persons have been apprehended and about $79,000 worth of money and property returned to the stores from which they were stolen. The speakers of the evening included William H. Keane of the Shepard Stores, Herbert P. Russel of the R. H. White Co., James Kingman of the Smith Patterson Co., James H. Fairclough of the Jordan Marsh Co., H. Ladd of William Filene's Sons Co., James T. Chase of the Gilchrist Co., F. W. Powers of the C. F. Hovey Co., James J. McCarthy of E. T. Slattery Co., John F. Madden of Chandler & Co., C. W. Pollock of Thayer McNeil Co., Alexander Lift of Timothy Smith Co., J. C. Reid of the R. H. Stearns Co., Thomas F. McGrath of Conrad & Co., C. F. Vedder of Houghton & Dutton Co., C. F. Wight of Lamson & Hubbard Co., and Arthur S. Erickson, secretary of the Retail Trade Board of the Boston Chamber of Commerce. Music was furnished during the meal by the Shepard Orchestra of the Stores' Glee Club.

An exhibition and sale of articles made by the blind of Massachusetts was held last Monday at the home of Mrs. Alexander Pope, 1013 Beacon St., Boston. In the exhibition, which was arranged by Mrs. J. B. Chamberlain, who has been interested in the activities of the blind for the past several years, were a considerable number of pieces of decorated china. The designs wrought by these sightless workers are said to be accuratelly executed and very attractive especially when one considers that the nature of their infirmity leaves them without that most essential of all senses in the performance of work of an artistic nature. Reports indicate that a substantial sum was realized from the proceeds of the sale.

Henry Penn, the Tremont St. florist, who was one of the first in America to use the now universal slogan "Say It With Flowers," appreciates the value of attractive window display. Mr. Penn is always exhibiting some unusual or colorful article calculated to arouse the interest of passers-by. Every Easter he fits the main window up with a miniature duck pond in which a score or more baby ducks swim, waddle abut and wag their tails, much to the amusement of those in the street. On another occasion he secured the co-operation of the Western Union Co., in showing the public just how flowers are telegraphed to all parts of the world. This week he is keeping up to the moment by showing a variety of plant dishes and bulb bowls. All of them are of the same design, being vertically striped in black and white. In a side window on Hamilton Pl., Mr. Penn is displaying a number of attractive lamps, hand-painted candles and candlesticks.

Park E. Quinn, 99 Bedford St., has added to his assortment of merchandise the line of the Lippincott Glass Co., Alexandria, Ind. This line is a very attractive one, featuring articles of cut, etched and colored glass.

Harold Clark, buyer of crockery and glassware for the J. R. Libby Co., Portland, Me. Was a visiting buyer in this city during the past week.

Fenwick Clement of the firm of the Roseville Pottery Co., Zanesville, O., paid a visit to Boston last week for the purpose of visiting with his local representative Charles M. Acher.

H. P. & H. F. Hunt Company have taken on a new line of machine-made tumblers, nappies, etc. They are manufactured by the Coshocton Glass Co., Coshocton, O., a new entrant into the glassware field. The plant started operations Nov. 15, and is equipped with modern up-to-date machinery for producing these goods at very low prices. Deliveries will be available on orders placed now after December 1.

C. F. Hovey Co., one of the larger Boston department stores opened up their holiday gift shop on Monday, Nov. 19. The Company carries a department for the sale of gift shop articles the year round, which is usually located upon one of the upper floors of their building on Summer St., but during the Thanksgiving and Christmas seasons this year, they have moved it to the street floor on the Avon St. side of the store and have made many additions to the stock of merchandise carried. The shop is known as the "Aladdin Gift Shop."

Jays', the popular store on Temple Pl., for the sale of women's clothing and other articles of particularly feminine appeal, have also added a gift shop for the holiday season, specializing in unusual gifts. With one or two exceptions all the big department stores plan similar shops, such as Jordan Marsh Co., William Filene's Sons Co., Gilchrist's and the Shepard Stores.

Miss Mildred Mutch, Horace and Homer Hunt's genial and efficient secretary, made a flying trip to Gotham last Friday evening, in order to witness the annual football game between the West Point and Annapolis cadets at the Polo Grounds on Saturday. The game ended in a 0 to 0 tie. Miss Mutch was incorrectly quoted as saying that inasmuch as neither team had made home runs, she might just as well have stayed at home.

Miss Kate Berry, buyer of dinnerware for the Houghton & Dutton Co., was kept busy all of last week, superintending the progress of the company's Thanksgiving sale. Dinner sets in endless variety were displayed, including both patterns of conventional design and many of new and exclusive decoration. Special features of the sale were sets of French china of fifty-two and one hundred pieces.

"To brighten the Thanksgiving table," the Gilchrist Co. offered last week as its "Gilt Crest" item, a 112-piece American semi-porcelain dinner set at the extremely low figure of $45. Each week some item of special appeal is marked down below cost and so designated in the Gilchrist store. The public has come to look for these "Gilt Crest" specials every week and results obtained from sales attest their popularity.

Prato Sullivan, buyer of glassware for the R. H. White Co., reports that the Thanksgiving sale of table glassware conducted by his department last week was highly successful. Included in the sale was a wide assortment of tumblers and stemware for grape juice, water, whiskey, lemonade, wine, claret, sherbet, fruit salad, and cocktails.

Beating the Last Best Sales Record

(Continued from page 13)

afford to. The manufacturer's own salesmen offered to call on the more prosperous farmers and attempt to sell them. The farmer had plenty of time to talk during that part of the year. He was ready enough to listen. The novelty of the plan enlisted his interest. He was reminded that the purchase of implements then and there was more logical than waiting around for spring when a hundred and one other matters would demand his attention. Sizable sales resulted.

The next step was to remind the dealers that these sales could be as easily made by them as by the manufacturer's salesmen. The implement store was as dead in winter as the farm itself. There was plenty of chance for the dealer to go calling on the farmer rather than wait until spring for the farmer to wake up to his need for new equipment. Where the unit of sale is fairly large, the dealer who sells to the farmer has learned that it often pays to use his spare time in going then and there to farmers instead of taking chances on the farmer coming to him.

In attempting to get a radical increase in volume of business the question often arises, "Is it better to concentrate on live prospective dealers or attempt to build up large customers into larger ones?"

Testing Georgia Clays

Cooperative work between the Department of the Interior and the Central and Georgia Railway to determine the value for ceramic use of various clay deposits of Georgia has been concluded at the Ceramic Experiment Station of the Bureau of Mines, Columbus, Ohio. The work was divided into five parts: clay washing; laboratory work on the crude and washed clays; manufacture and testing of refractory materials; manufacture of vitrified face bricks; and manufacture of white ware.

Washing tests on some of the most promising clays were made in the special washer developed by the Bureau of Mines. These tests, supplemented by laboratory tests to determine the burning, shrinkage and other properties of the clays, showed that some of the clays were suitable for manufacture of white ware. Factory tests on white ware are in progress.

HERE IT IS!

We know you want our individual, economical

Sanitary Sugar Bowls

In 3 Sizes

for tray and cafeteria service but perhaps you did not know where to buy them. We will fill your orders direct, and without delay.



We guarantee these bowls as represented

Write for Catalog and Prices

The Sanitary Sugar Bowl Co.

Successors to Schoenheit and Pierce

Manufacturers

6230 Penn Ave., Pittsburgh, U. S. A.

In the Household Utility Aisle

Some Practical Aids for Easier and Better Housekeeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives

By Beatrice Miller Wisner

Herrick Refrigerator Indorsed by All

Every housewife knows the absolute necessity of securing a refrigerator which will at all times keep food dry, cold and sanitary, and for this reason the most perfectly constructed air tight refrigerator with free dry air circulation is the one which commends itself to the careful and thrifty mistress of the culinary department. The Herrick Refrigerator & Cold Storage Co., Waterloo, Iowa, manufacture only dependable, air tight and perfectly constructed refrigerators. The firm's Residential Model, illustrated, gives a good idea of the style and attractiveness which have made the "Herrick" famous for a decade. Outstanding features—improved White Enamel Lining, Solid Kiln-Dried Golden Oak Case, Patented Rust-Proof Traps in Drain Pipe, Drainage System Removable, Scientific System of Dry Air Circulation, and generously packed with Herrick Insulation. There is no economy in installing a cheap ill-made refrigerator, as the most vital problem in the home is the preservation of health and this depends upon clean, well kept food. A refrigerator which has stood the test of expert designers, dietitians, and mechanical engineers is the one to choose for long and efficient service. The "Herrick" has passed the acid test having been endorsed by Good Housekeeping, and Tribune Institute and has also received the highest award at the World's Fair at St. Louis, and repeatedly won first prize in other exhibitions. Three of the standard principles in perfect refrigeration are, circulation of cold dry air, perfect insulation and air tight construction. All these requisites are embodied in the Herrick Refrigerators. The excellent qualities of the "Herrick" are not confined to any one section, as every part of the refrigerator, inside and outside, is built with the most improved methods of perfect refrigeration. The price of the "Herrick" is consistant with the value of the product—not too high too insure repeat orders and not to low to uphold he firm's reputation as makers of refrigerators of superior finish, reliable construction and perfect refrigeration—a refrigerator which will sustain and maintain a high standard of service in every community.



A New Practical and Electric Stove

Something new in the way of electric stoves is being put out by the Apex Electrical Mfg., Co., Cleveland, Ohio, formerly made by the Electric Appliances, Inc., Muncie, Ind., and styled the Rotarex Electric Kook-Rite. This specially constructed stove has a lamp socket attachment and no special wiring is required, as it consumes only 660 watts on maximum load. It is a combination of an electric stove, fireless cooker, a three-heat hot plate, and a heater. The "Kook-Rite" is built of the very finest material and being put out in such large quantities can be sold at a reasonable price. Being an electric lamp socket stove, it strongly appeals to the housewife, as it is economical, safe and clean, and can be used all during the year, thus avoiding the necessity of hot kitchen during the summer months. It is also a successful heater, having a detachable lid, which can be used as a heater in a cold room, as good as any 660 Watt headlight heater produced. The "Kook-Rite" promises to be one of the best selling electric culinary appliances, owing to its efficiency, economy and durability. The firm will be glad to quote prices or further information regarding this new electric stove upon request.

Sanitary Dusters and Mops

Progress means prosperity, and the old time duster must be laid aside to give way to the modern Dustless Duster, which does the cleaning in less time and with no scattering of foreign particles to promote unsanitary conditions. The Howard Dustless-Duster Co., 290 Franklin Street, Boston, Mass., are manufacturers of dusters, mops, broom covers, etc., which are chemically prepared. These dusters are treated by the Howard process, whereby every particle of dust sticks to them until washed out with hot water and soap. This is a secret process which can be used on no other goods. They have "No Oil To Soil," and can be used by the prudent housewife on the most delicate fabric or polished surfaces. Every Howard product bears the Diamond Trademark, pictured above, and are neatly wrapped in glassine



(Continued on page 26)



Our New Georgian Shape—"Luxor" Decoration.

The

Mercer Pottery Company

Trenton :: New Jersey

Beg to Announce

The completion of a large extension to their decorated dinnerware department, enabling them to almost double their output of this class of merchandise.

The first factory to manufacture thin semi-porcelain dinnerware in the United States—the foremost ever since.

"The House of Cups and Saucers"

Always the Leader in the Latest Creation

European and Japanese

DINNER WARES

in

Exclusive Stock Patterns

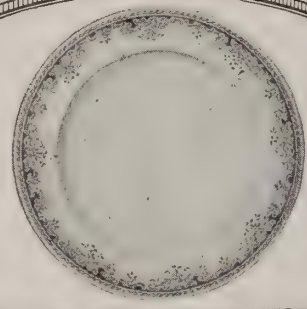
CUPS and SAUCERS
FANCY CHINA ASSORTMENT
BRONZE WARES
LAMPS and SHADES
NOVELTIES, Etc., Etc.

Taiyo Trading Co., Inc.

101 Fifth Ave., New York

Taiyo Trading Co., Inc.
326 W. Madison Street
CHICAGO

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H. C. Bedlington
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MAYER CHINA

VITRIFIED HOTEL WARE

ROUND EDGE — THICK
PLAIN WHITE — DECORATED

FOR

HOTELS — HOSPITALS
CLUBS — CAFETERIAS
RAILROADS - STEAMSHIPS
RESTAURANTS

THE MAYER CHINA CO.
BEAVER FALLS, PA.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

LATE orders for holiday merchandise are flooding the sales agencies and manufacturers representatives in Chicago. Many in the trade, who are in a position to know, express the opinion that the November buying by retailers this year has been heavier than ever before. This is possibly due to the policy of many houses this year of buying in smaller lots and turning their money many times on as small a stock as possible. Everything points to a record breaking holiday season, following a most prosperous year for practically all lines in the Middle-West.

Miss Bessie Rosenstein, Secretary to E. M. Meder, manufacturers representative, will be married on December 30th to Oscar Weinstein. "Little Miss Bessie" as she is generally known in the shops Building, will continue in her position as Secretary to Mr. Meder after the honeymoon. Reception will be held at the Wrightwood Club House.

C. M. Potter, connected with the Corning Glass Works, Stuben Glass Division, Corning, N. Y., was in Chicago recently arranging for exhibit space at the Congress Hotel during the February Show.

Hugo Schmidt, head of Hugo W. Schmidt Co., Detroit, Mich., has reserved a room for exhibiting his lines during the Chicago Show. Mr. Schmidt was in Chicago last week visiting his representative, W. C. Owen.

H. E. Cuttle, who recently completed a trip to New York, stopping at the larger cities to call on the Gift merchants and interiors decorators, says that oriental goods are being sought by the public more and more and attributes the popularity, in part, to the Mah Jong craze. Mr. Cuttle is manager of the China-Japan Direct Trading Co.

The capital stock of A. V. Boetter Mfg. Co., makers of lamp clusters and finials, as well as a varied line of fittings for lamp manufacturers, has been increased from $25,000 to $50,000.

The Washburn Co., 6125 S. La Salle St., is a newly organized company for manufacturing kitchenware, hardware and housefurnishing novelties. The organizers are W. D. Nance, D. P. Green and John Stone.

W. C. Weiboldt & Co., operating two large department stores in the out-lying sections of Chicago, have purchased a four story building at 1300 West Division St. for a reported sum of $185,000. While the company has not announced what use they will make of the purchase, it is understood that the building will be used for storage purposes.

Anybody can go rabbit hunting, but I. E. Mincks, Secretary of the Albright China Co., sent his friends in Chicago a consignment of rabbits to prove that his marksmanship is not lacking. Nebraska was his hunting ground and from there he journeyed to Ohio to visit his potteries at Scio and Carrollton.

A. C. Babize, editor of the Investment News, and considered an economist of note, addressed the last regular meeting of the Glass, Pottery, Lamps and Housefurnishings Ass'n of Chicago, held at the Morrison Hotel, Nov. 22. Mr. Babize's talk was on the subject of business trends—"Now and Tomorrow." His study of the situation, he says, indicates to him that this country is on the threshold of business prosperity such as we have never experienced, nor even imagined. His talk was most enthusiastically received by the thirty members in attendance.

The report of the Room Committee, in connection with the forthcoming Chicago Exhibit to be held at the Congress Hotel, Feb. 4 to 9, showed that a total of more than one hundred rooms have already been reserved by manufacturers and others wishing to display their wares. Considering that the association has only four floors at the Congress this year, instead of seven, as they had last year, there is every reason to believe that the space available for the Fourth Chicago Show will be more than taken well in advance of the opening day.

Oscar Eckland, chairman of the entertainment committee, announced that all members of the association were to be considered members of the entertainment committee, and it is planned to have a more elaborate entertainment than the successful event of last February.

Rothschild & Co. have moved their Toy Department to the second floor this season, which gives them a better location for attracting the shoppers. The new plan also gives them a toy department with a direct entrance from the Elevated Railroad platform.

Donald Ray Allen, for some time past selling gift merchandise in the middle-west, has accepted a position as salesmanager for the N. O. Cederborg Co., Aurora, Ill. This concern is making a high grade and extensive line of lustre ware, known the country over for its delicate colorings and exacting finish. On a recent trip to the

Cederborg plant, our representative learned that the company has practically doubled its space in the Chapman block, by the addition of 10,000 square feet. The kiln capacity was recently enlarged to almost double that of a year ago, and regardless of this fact the company reports difficulty in meeting the demand. No orders for their ware were accepted after Nov. 1 for delivery this year.

Harry W. Jackson, head of the Jackson Vitrified China Co., Du Bois, Pa., was a recent visitor on the Chicago market.

W. H. "Bill" Duval of Bryce Bros., received the usual welcome in Chicago last week, when he stopped off on a selling tour.

M. A. Smith of the McKee Glass Co., Jeanette, Pa., was in Chicago last week on business. Most of his short stay was spent with his local representatives, Kelly & Reasner, Shops Buildings.

McAnulty Co., manufacturers representatives, specializing on housefurnishings, have moved from the second floor, to the third floor of the Shops Building, where the company will have a larger and more attractive display room. New fixtures are being installed and it is planned to have a booth for each line of goods on display. The third floor of the "Shops" is now completely taken with display rooms of glassware, china, lamps and housewares.

D. Saunders Mfg. Co. under the management of Elmer Saunders, have secured a new sample room on the sixth floor of the Shops Building, and samples will be moved from their second floor display before December 1. Mr. Saunders will show some new lines beginning January 1, including a line of well known table glassware.

Walter F. Davis, for a number of years connected with the Richter Cut Glass Co., Maywood, Ill., and in charge of their Chicago show room, is now in the Wholesale jewelry business, following his resignation from the Richter organization. Mr. Davis becomes a partner in G. Ed Trebing Co., Heyworth Bldg., Chicago.

Thompson Studios, Wilmette, Ill., colored glass manufacturers, are designing and manufacturing an interesting line of boudoir and table lamps with colored glass bases, which will be offered the trade in the near future. Thompson Studios have succeeded in reproducing such colors as Turkey red, coral, jade, ivory and turquoise in their glassware, which is moulded by hand. The candle sticks, comports, bud vases, sweet pea vases, bowls, etc. from Thompson Studios, rival the imported glass in rich colorings.

The Associated Manufacturers and Importers of California, have appointed Kelly & Reasner, Chicago representatives. English dinnerware, Japanese cups and saucers and decorative pieces are imported by the California company and samples will be on display in the permanent show rooms of Kelly & Reasner, Shops Bldg.

Paying the Piper

(Continued from page 11)

item of many stores. All the conveniences and so on form a large additional expense and must be added to the mark-up and so many people prefer to buy merchandise in this manner that the most successful stores do not see how to omit it without losing patronage. In some cases it is impossible to do so, as the high standard of living is increasing—not decreasing. Thus we are all up against it and there does not seem any other way than for we who listen to the music, to pay the piper.

Caught in the News Net

(Continued from page 15)

erty Bonds bearing interest at 4¼ per cent. But we must not forget that during that time we have paid 197 death claims amounting to $59,100, which I am sure every member is very proud of.

I would like to take this opportunity of thanking our late Secretary Mr. Joseph F. O'Gorman and our present Secretary Mr. L. S. Owen for their always kind co-operation which has made my duties more than a pleasure.

It is my earnest wish and hope that this prosperous showing of the Association will continue for many years to come.

I thank you again and again.

Those present at the meeting were: E. W. Hammond, Lee Schoenthal, Wm. E. Doctor, L. S. Owen, W. Q. Wilcox, Jos. F. O'Gorman, Howard R. Handy, John J. Hines and F. Calvin Demarest.

Saul Mfg. Co. to Remove to 23rd Street

December 1st will see another concern, or rather two concerns, The Saul Mfg. Co. and Rehberger & Saul, who operate from the same office, remove to 24 West 23rd St.

They have occupied their present quarters at 286 Fifth Ave., for a number of years, until the growth of the business, together with a program of expansion for 1924, forced them to seek much larger quarters. They will occupy the entire third floor at the above address with Henry Witte, where they plan to have a very handsome place and make a much more extensive display of their lines than ever before.

During Albert Rehberger's recent visit to the various European factories for which Rehberger & Saul sell in this country, it was planned to considerably extend their import business for next year. Their import lines include dinnerware, fancy china, glassware, Christmas tree ornaments, toys and dolls, on which they have established a large business. They will be particularly active during 1924, with an array of new controlled open stock dinnerware patterns, which will eventually be carried in stock here.

(Continued on page 27)

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

HELM & SOUKUP
Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

KELLY & REASNER
Representing McKee Glass Co.; Eagle Mfg. Co.; Indiana Glass Co.; Lippincott Glass Co.; N. Northwood Co.; Mound City Glass Co.; D. C. Jenkins Glass Co., and Geo. R. West & Sons.

THE McANULTY CO.
Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER
Direct Representative Lamps, Shades, Dinnerware, Glassware, Aluminum, Baskets, Nickel, Copper, Silverware, etc.

LEWIS H. SIMPSON & CO.
Representing Athens Glass Co., Fenton Art Glass Co., Huntington Tumbler Co., New Martinsville Glass Mfg. Co., and H. R. Wyllie China Co.

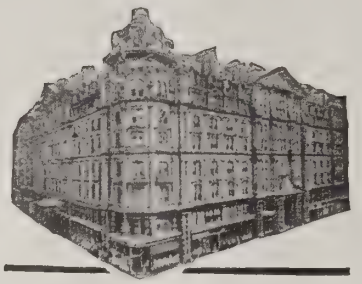
Note—Concerns wishing to secure space in this building for display purposes should apply to

ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street



Visit the Palmer House

Albright China Co., Room 25
Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,
Phone, Dearborn 4700

Potters Co-operative Co., Room 684
Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.

While in Chicago Visit
STETSON CHINA CO.
1535-37 S. State Street
Phone Calumet 0876
We are prepared to make immediate shipments.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
Harry G. Dalzell
Phone Central 3497

WALTER B. ANDREWS
30 East Randolph Street
Corner Wabash Avenue
Room No. 405

Representing
MONONGAM GLASS CO.
CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

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9 N-WABASH AVE

Ira A. Jones Co.
North Wabash Avenue
Chicago

DINNERWARE
Pope-Gosser China Co.

GLASSWARE
Seneca Glass Co.
Susquehanna Cut Glass Co.
Thompson Studios
National Glass Novelty Co.

LAMPS AND SHADES
The H. E. Rainaud Co.
Wood Art Co.
Century Lamp Mfg. Co.
Haven Co.
Shepherd Co.
Burke Studios
Phone Central 1606

Earl W. Newton & Associates

GLASSWARE
Imperial Glass Co.
Economy Tumbler Co.
Marion Glass Mfg. Co.
The Earl W. Newton Co.

DINNERWARE
Hopewell China Corporation

HOUSE FURNISHINGS
Sauquoit Toilet Paper Co.
Kewaskum Aluminum Co.
Schlueter Mfg. Co.
American Woodenware Co.
Acme Rubber Mfg. Co.
Phone Central 3236

9 N-WABASH AVE

A. W. STEINER'S STUDIOS
Importers and Decorators of
ENCRUSTED DINNERWARE, LUSTRE WARE AND ALL GOLD CHINA
223 So. Wabash Ave.
Phone Har. 2214

THE SEBRING POTTERY CO.
Mr. W. L. Gerald
4523 Racine Ave.
Chicago, Ill.
Phone: Edgewater 2380
Display Room, 1319 So. Michigan Ave.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

HELP WANTED

REPRESENTATIVES WANTED. Manufacturer of a good selling line of Wrought Iron Novelties, wants representatives calling on Lamps, Housefurnishings, China and Gift Shop trade. Men that can secure big business only. Write advising experience, lines handling, territory covering. Box 289, care CROCKERY AND GLASS JOURNAL.

SALESMAN wanted for china, silverware and kitchen equipment for clubs and institutions to take in conjunction with other line. Must be experienced in the trade. Box 394, care of CROCKERY AND GLASS JOURNAL.

SITUATION WANTED

SALESMAN with following among the hotel, restaurant, soda fountain, railroad and contractors' supply houses, ship chandlers and jobbers of hardware and glassware, with thorough knowledge of china, glassware and housefurnishings, is desirous of making connections with manufacturers. Box 291, care of CROCKERY AND GLASS JOURNAL.

BUYER of china, glassware, housefurnishings and lamps. Successful record. Accustomed to handling large volume of business. Open for engagement January 1st. Box 292, care of CROCKERY AND GLASS JOURNAL.

AGENTS WANTED

ON account of increased production of decorated dinner ware, The Mercer Pottery Co., Trenton, New Jersey, are about to appoint agents west of Mississippi. We are anxious to consider those equipped with an adequate selling force and good display quarters.

LINES WANTED

LOOKING for a strong line of glass bottles and pressed glassware for the hotel, restaurant and soda fountain supply trade. Box 293, care of CROCKERY AND GLASS JOURNAL.

PARTNERSHIP WANTED

FIRM of New York Glass agents and importers offers working partnership to business man, financially strong and able to take part in managing business. Full investigation offered. Apply to Box 395, care of CROCKERY AND GLASS JOURNAL, 45 East 17th Street, New York City.

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all COLORS. Private Moulds Worked.

FACTORY:
255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

What the Potteries Are Doing

(Continued from page 16)

is now in charge of this new unit and it is his purpose to get the property in production as early as possible.

The Thompson Pottery Co. does not propose to be caught short of fuel during severe cold weather, when it is possible that coal and gas will be scarce, and a complete oil burning equipment is being installed for kiln firing purposes. Large oil storage tanks are being placed and kilns are being prepared for the use of such fuel. By this plan the company will be in position to continue active operations at all times, regardless of weather. Coal for boiler and steam purposes will be used, however.

The St. Louis Pottery Co., of St. Louis, Mo., manufacturers of flower pots and kindred products, is increasing its capacity by the addition of another kiln.

According to General Manager Herbert Goodwin of the Atlas China Co., Niles, Ohio, their new glost and bisque kilns will be fired for the first time during the next fortnight. This addition will give the plant a capacity of nine kilns, seven having been in use heretofore. The Atlas Company will show several new decorations on their dinnerware during the new reason, patterns having been selected.

The Alliance Pottery & Glass Co., has been considering the plan of showing its line of decorated dinnerware and glassware at the Pittsburgh Exposition in January, although no definite arrangements have been made. This is the only decorating establishment west of the East Liverpool pottery district. The company is decorating domestic as well as imported china.

In the Household Utility Aisle

(Continued from page 21)

paper and inclosed in attractive printed envelopes. The concern makes such a large variety of mops and dusters, either with or without handles, that those desiring more detailed information concerning these products, will be mailed, upon request, a catalog describing in full the assortment of dusters and mops manufactured by the firm.

Business Briefs

The Canton China & Glass Co., Canton, Ia., has been incorporated with a capital of $20,000.

Clinard's Art & Gift Chop, Winston-Salem, S. C., has been destroyed by fire. Loss $23,000, about half covered Clinard, Mrs. Theo. Clinard and W. H. Clinard, all of Winston-Salem.

The Roessler & Hasslacher Chemical Company NEW YORK

BRANCHES:
Cleveland, O. Chicago, Ill. Trenton, N. J. New Orleans, La. Boston, Mass. Pittsburgh, Pa. Philadelphia, Pa. Kansas City, Mo. San Francisco, Cal.

Liquid Bright Gold
Overglaze—Colors—Underglaze
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CHEMICALS
Minerals and Oxides
—for—
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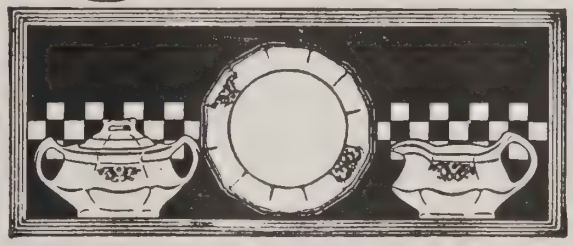
For growing in bowls.
Size and good condition guaranteed.

	Present Prices	Per 1000
12-15 centimeter bulbs,	1250 per case	$17.00
14-16 " "	1000 "	23.00
15 & up " "	900 "	27.50

Packed and F.O.B. New York.
Write for prices on 10 or more cases.

McHUTCHISON & CO.
95 CHAMBERS STREET NEW YORK CITY

LIMOGES CHINA



THE LIMOGES CHINA CO., SEBRING, O.
New York Representative
E. V. Weiss, 874 Broadway, corner 18th Street
Telephone: Stuyvesant 6667

Caught in the News Net

(Continued from page 24)

The Saul Mfg. Co., too, will extend its business of domestic goods in light and heavy cut glassware, colored glass, pottery, novelties, etc.

Albert Rehberger and Henry Saul, heads of the concerns mentioned, were both formerly with the old firm of Bawo & Dotter and a singular co-incidence of their removal to occupy quarters, on the same floor with Henry Witte is, that Mr. Witte as is well known, was also prominently identified with Bawo & Dotter for a number of years as manager, when Messrs. Rehberger and Saul were members of the concern's sales staff.

Buyers in New York

November 22nd, 1923

L. Arnstein, toys and housefurnishings, Ed. Schuster & Co., Milwaukee, Wisc., 105 Grand Street.

November 23rd, 1923

W. W. Taylor, housefurnishings and toys, D. M. Read Co., Bridgeport, Conn., 315 4th Ave., D. G. Alliance.

S. J. Natkin, china, crockery and lamps, Mandel Bros., Chicago, Ill., 13 East 22nd St.

November 24th, 1923

R. P. Golden, housefurnishings, Shartenberg & Robinson, New Haven, Conn., 315 4th Ave. (D. G. Alliance).

November 26th, 1923

Miss Bloom, gifts, bridge lamps, dolls and toys, Gilcrist Co., Boston, Mass., 200 5th Ave.

S. Rosenberg, toys, Phila. Notion & Novelty House, Philadelphia, Pa., York Hotel.

J. H. Harris, china, Kaufman's Dept. Store, Pittsburgh, Pa., 1261 Broadway (McNulta).

F. C. Keffer, china, glassware and housefurnishings, Kline, Eppihimer & Co., Reading, Pa., 432 4th Ave. (D. G. Alliance).

November 27th, 1923

Mr. Bloom, wrought iron lamps, bridge lamps, Gilchrist Co., Boston, Mass., 200 5th Ave., Room 602.

J. F. O'Brien, housefurnishings and glassware, Cohen Co., Richmond, Va., 115 West 30th St. (Weill & Hartmann).

November 28th, 1923

T. R. Whitehead, toys, L. Ford's Dept. Store, Charlotte, N. C., 126 5th Ave.

OBITUARY

William S. Brady

William S. Brady, retired glass and metal manufacturer, died Nov. 24th in a New York sanitarium, a victim of pneumonia, having contracted the malady three weeks ago when he came to the metropolis for treatment for nervous breakdown.

Until 1919, when he retired, he was president of the Hazel Atlas Glass Company, of Wheeling W. Va., one of the biggest glass making concerns in the country, which he helped to organize.

In 1900, after resigning as director of the Fostoria glass plant at Clarksburg, Mr. Brady organized the Atlas Glass and Metal Company by combining the Republic and Atlas Glass Companies at Washington, Pa., with the Wheeling Hinge Company and the Wheeling Metal Company.

In 1902 the combined company purchased the Hazel Atlas Company of Washington and became the Hazel Atlas Glass Company, with Mr. Brady as president.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *73 Barclay St.*
"The Dinnerware House of America."

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND SPODE CHINA AGENCY, *43 West 23rd St.*
Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *135 Fifth Ave.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND & CO., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, *39-41 West 23d St.*
Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., *105-107 East 164th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China Metal Goods and Housewares Trades

M. ROSENBAUM & SONS, *32 Union Square*
Bavarian China Ware. Representing M. Rosenbaum & Sons, Bavaria.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., J. H. Weatherby & Sons, Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Value and Watcombe Pottery.

L. STRAUS & SONS, *42, 44, 46 Warren and 116 Chambers Sts.*
Importers and Manufacturers.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Successors to Takito, Ogawa & Co. and the Tajimi Co. Japanese and Chinese Goods. Catalogues upon application. Tel.—Stuyvesant 3823. Chicago Office, 327 West Madison St.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, *65 Barclay St.*
Open stock dinnerware patterns.
White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Cox & Company, Representatives, 120 Fifth Ave.*
"The House of New Ideas." Cameo Etchings and Encrusted Coin Gold.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., *Fredk. Skelton, Representative, 200 Fifth Ave.*
Colored and Iridescent Glassware.

ECONOMY TUMBLER CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *224 Fifth Ave.*
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. T. W. Hamilton, Representative, 139 Fifth Ave.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

ESTABLISHED IN 1874

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to
CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS
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VOL. 97 December 6, 1923 No. 23

AS THE EDITOR SEES IT

THE BUSINESS PROSPECT

BUSINESS and trade enters the closing weeks of the year under particularly favorable conditions. While there has been more or less irregularity in many distributive lines and rather less production in some industries, than some observers have expected, the summing up of all factors in the business situation discloses a substantial improvement. Particularly during the last two weeks has production made substantial gains. And this increase in production is noted in the basic industries which are better indices of industry as a whole, than are the non-essential manufactured commodities. Throughout the wholesale markets in all lines, the level of prices and the volume of employment has continued to maintain the same high level, which has been noted throughout the month of October. In fact, a general census of production in the basic industries advanced about 3 per cent during October and while the November statistics are not yet compiled, the figure for the latter month will probably run some 5 per cent better. Considering that the month of October was a fair month, the conclusion to be drawn from production figures is decidedly encouraging.

AS during the past month, reports from the dominant wholesale markets indicates that November figures are steadily gaining. Generally, the greatest increases reported come from the Eastern district, the South and the Pacific Coast. Throughout the Central West, reports show a relatively smaller gain, but the increase is, however, by no means insignificant. Business and trade is now being done throughout the Nation at a high and steady level. The foreign trade in specialties which set a high record for two years in October is being consistently well maintained. Taking the October export figures as a basis, it is noteworthy that exports of glass products registered an increase of 17.3 per cent, toys and games over 35 per cent and throughout nearly all the various groups of manufacturers—considerable increases have been reported.

THIS gain, while naturally greater in the United States is also noted in Canada's trade. At the end of the yearly period on Oct. 31 last, the statement issued by the Dominion Bureau of Statistics, shows an increase of over $300,000,000 in total Canadian trade, comparable with the previous year. As may be surmised the United States has again proven to be Canada's best customer. Particularly gratifying is the increase in building activity, which has continued much later this year than usual, due to the mild weather throughout the Eastern States.

NOW that the Christmas shopping season has at last gotten underway, department store sales as well as the sales of individual stores has begun to reflect a very large increase. While there is no very great increase shown in early shopping, the larger stores are already handling a large patronage and the turnover of toys and specialties which are classified more intimately under the head of gift wares, has been much larger than last year, although business in 1922 was larger than previous years.

THAT the country is in the zone of prosperity is well attested by the steady employment of all classes. And working, more money than ever is being saved. This is reflected plainly in the savings deposits, which increased more than one billion of dollars over the amount of a year ago, when the total at the end of the last fiscal year amounted to about $18,372,062,000. These figures, in regional totals, represent an average savings deposit per capita in New England of $405; for the South, $45 and $147 for the Central states. All this points to a good end of the business year.

U. S. Potters' Convene at Washington

Forty-fifth Annual Convention, Held at Nation's Capital, Marked by Broadly Constructive Program

WHAT has been considered as the most constructive session ever held by the United States Potters' Association, closed at Washington at noon Thursday. Nearly half a century ago, the then manufacturing potters held their first meeting in Trenton, and the session this year was the forty-fifth annual gathering.

While the program for the meeting was not quite as lengthy as last April, or even two years ago when Washington was the meeting place, yet the three days were crowded with matters of vital importance to the pottery



Geo. C. Mitchell, Retiring President

industry of the United States, both in a technical and business way.

An occasional speaker, outside the ranks of the Association brought a new vision to the members in their addresses. A few hours spent Wednesday afternoon at the United States Bureau of Standards was of especial interest, and throughout all sessions the outstanding feature was constructiveness.

D. William Scammell, of Trenton, N. J., was elected president of the Association for the new term, with B. E. Salisbury, of Syracuse, N. Y., continuing as first vice-president. Guy E. Crooks, of the Crooksville China Co., Crooksville, O., was advanced to second vice-president, and will therefore succeed Mr. Scammell as president at the next annual meeting.

Frederick Lawrence, of Newell, W. Va., chairman of the Transportation Committee was selected as third vice-president, and Charles Foster Goodwin succeeding himself as secretary-treasurer.

In the personnel of the various committees, very few changes were made. Mr. Scammell and Thomas B. Anderson were removed as members of the executive committee and J. M. Irwin of the E. M. Knowles China Co., and George C. Mitchell, of the Pope, Gosser China Co., added.

F. W. McKee of the Salem (O.) China Co. and W. N. Vodrey succeed Charles L. Sebring and R. B. S Smith as members of the Manufacturers' Cost Committee, with Frank J. Judge, Jr., as the committee chairman.

J. Donald Thompson, of East Liverpool, O., was made chairman of the Art and Design Committee, succeeding the late W. A. Shaw.

Mr. Roehm, when the Association met in the Lecture Room at the Bureau of Standards, Wednesday afternoon, following the short talk by Dr. Burgess, explained in great detail the results of many tests worked out since the Fellowship was created. His talk was purely technical, and was illustrated by many charts, showing at what temperatures this or that result was obtained, and under what conditions other problems had been worked out.

Tuesday morning, the china manufacturers, although affiliated with the parent organization, held a brief sectional meeting, for the purpose of discussing certain problems having to do with that particular branch of the industry. The china section was formed two years ago at Washington, and since that time its members have been very active in co-operating with the Bureau of Standards in working out a standardization list, a detailed report of which was recently made by the Department.

Of vital importance to every generalware manufacturer is the result of the work now being brought to a close at the Bureau of Standards by Victor J. Roehm, working under a Fellowship created by the Association at its April meeting. Mr. Roehm has been working out the study of glazes, and within the next two months the result of his observations will be made known to every member of the Association.

"The study now progressing at the Bureau of Standards will be completed very soon—a month or thereabouts," the Association was told by A. V. Bleininger, Chairman of the Research Committee of the United States Potters' Association, and, Dr. W. K. Burgess, of the Bureau of Standards told the Association it was his purpose to co-operate with the manufacturing potters of the United States in any way it was found possible. Dr. Burgess made it very clear that the Bureau of Standards appreciates the wholehearted co-operation the Association has shown toward the Bureau, and that by continuing to work in such happy

Tuesday, Dec. 4.

Address of the President

President George C. Mitchell said:

Members of The United States Potters Association:

Assembled, as we are, at the Forty-fifth Annual Meeting of The United States Potters Association, in this season of our calendar year, I believe the spirit of thanksgiving should reign for what has been one of the most successful years in the history of the Association.

Our industry has been continuously working behind its orders, and few, if any, will close the fiscal year having caught up. At the same time, the potting industry in Europe has been working part time most of the year. This proves quite conclusively that with a protective tariff that tends to equalize labor costs between this country and foreign countries, and with a continued improvement in the quality of American ware, coupled with a sturdy, well-defined business policy, we can retain that portion of the American market that came to us during the war. If we continue to elevate our standards, and develop originality in patterns and shapes, we will steadily obtain more of this market. It is a true saying, that business, like persons, will get the respect from others that they show for themselves.

Our labor troubles last year, and its very fair settlement has tended towards peace in our ndustry, and has caused our employees to take a broader view and get a clearer understanding of our problems, as well as their own. As this condition continues, prospects for labor-peace are indeed very bright.

There is still room for improvement in our industry, and judging from the activity of our various committees this year, there is good cause to believe that we are going steadily onward in the right direction.

Our Research Committee has been co-operating quite actively with the Bureau of Standards, and I believe after their report to-morrow, and our visit to the Bureau of Standards, we will find many things that will assist us in improving our product and cutting down our losses.

Through the efforts of the Manufacturers Cost Committee, we find quite a number of potteries installing a much more accurate method of figuring costs. Thus the haphazard manner of cost finding of our product will soon be a thing of the past. However, great care must be exercised in the use of a new cost finding system, that we may be quite sure of an improvement before disturbing a condition that has proved successful.

Our Kiln and Fuel Committee is making some very interesting and instructive investigations regarding this very important part of our manufacturing. The fuel and firing problem is becoming a greater one each year, owing to the rapidly diminishing supply of natural gas and a coal of a satisfactory quality for the firing of semi-porcelain ware. Recent installations of systems of firing that prove a great saving in gas and oil consumption, I believe are pointing the way that will be the ultimate solution of our firing problem.

The matter of transportation will always furnish an opportunity for this Association to extend a service to the merchandisers of American pottery. I feel sure the report from this committee will demonstrate that we are clearly alert to this opportunity of taking care of the interests of our customers, as well as our own.

One of the most outstanding improvements of this year has been the equipping and occupying of new offices and club rooms in East Liverpool, Ohio, and we can now have just pride in our offices, and rest assured that these offices will command a greater respect for the American potter. To the Special Committee which had this in charge, belongs much credit for this luxuriously modern headquarters for this Association.

During the year a great number of plants have made increases in kiln and decorating departments, most conspicuous is the new plant of W. S. George Pottery Company, and the tunnell kiln plant just about completed by the Homer-Laughlin China Company; Crescent China Company, Alliance, O.; Onondaga Pottery Company, Syracuse, N. Y., and Nemo China Co., Minerva.

I wish I could call this rough sketch of our industry complete, giving as it does a few high lights of the year, but all sketches have their dark shadows and while life gives high lights, death supplies the deep shadows, in the passing on of two active members of this Association—Arthur Shaw, of the Canonsberg Pottery Company, and Wm. Burgess of West End Company. This Association lost also a great friend, and this nation a great citizen, in the death of Warren G. Harding, late President of The United States.

I wish to thank you for the honor and privilege of serving as your President, and to thank the Secretary and Committee Chairmen for their unstinted co-operation during this year. Let us keep on improving the quality of our product, as well as the service.

Soon after the Association opened its session Tuesday afternoon, and following the opening address of President George C. Mitchell, the Association sent the following letter to President Calvin Coolidge:

Dec. 4, 1923.

To His Excellency Calvin Coolidge,
President of the United States,
Washington, D. C.

Dear Mr. President:—

In convention assembled at the New Willard Hotel, the manufacturing potters of the United States extend their cordial greetings.

It would be a pleasure and an honor to be received by you personally and to grasp your hand, but out of consideration for the much more important demands upon your time, we refrain from asking that privilege.

To you, the successor of Warren G. Harding, the long time friend of our industry, and of many of our members, we express our sincere good will, the support of your policies, and the confidence that your administration will measure up in its success to our fondest hopes.

Sincerely and respectfully yours,
UNITED STATES POTTERS' ASSOCIATION.
George C. Mitchell, Pres.
Charles F. Goodwin, Sec.-Treas.
Washington, D. C., Dec. 4.

Hon. Andrew W. Mellon,
Secretary of the Treasury.

The United States Potters Association assembled at its forty-fifth annual meeting passed the following resolution:

"Resolved: First that we realize the complexities that confront the treasury department in the adjustment of national finances to the rapidly changing conditions of our aims and that we express our admiration for and hearty approval of the manner in which that difficult situation has been met by the far seeing wisdom of the Secretary of the Treasury, the Hon. Andrew W. Mellon.

"Second. That the plan submitted by the Secretary of the Treasury for remodeling the system of national income and luxury taxes is hereby commended and endorsed as a measure calculated to correct inequalities of the present law, and to give impulse and permanence to the prosperity of the country now being enjoyed under a splendid administration."

Signed—George C. Mitchell, Pres.
Charles F. Goodwin, Sec.

Labor Executive Committee Report

By W. E. Wells

Since the time of the last convention of the Association held at New York in April of this year, there have been no outstanding events in Labor matters in the generalware branch of the industry. The wage agreement does not expire until Oct. 1, 1924. The Brotherhood respected this fact in that they formulated no demands at their July convention at Atlantic City. No serious controversies have arisen of such importance as to involve the entire trade, consequently, there has been no meeting of the Labor Committee since the time of the final adjustment of the present agreement. This represents the longest interval that has elapsed between meetings of the Committee since before the war, and may indicate that in relations with our workers we are approaching normalcy.

There have been about the usual number of minor disputes in individual factories that have resulted in short interruptions, but these have all been settled in accordance with the provisions of the agreement by the united efforts of officers of our organization and of the Brotherhood. These disputes arose almost always either through direct action of some local exceeding its authority, or by the influence of the membership of a local intimidating the workers involved, to the extent that they discontinued work to escape criticism. Certain members of the Labor Committee have participated in these settlements, but at no time was there occasion to call together the full membership.

During the months immediately following the strike, a better spirit of co-operation was displayed by the workers, resulting in a better quality of production, and in increased output. Unfortunately, this spirit disappeared to some extent as the heavy volume of business continued, and the demand for workmen as equal to, or greater than the supply. This had the usual effect of creating that spirit of independence which prevails during prosperous times, and has been responsible for the majority of the minor disputes. In the East Liverpool district certainly, and in other sections probably, carelessness in the shops has increased to some extent since the early months of the year, with a corresponding increase in losses. The Labor Committee makes no suggestion as to how this tendency may be controlled, other than to emphasize and repeat previous recommendations, that all superintendents in charge shall make themselves familiar with all the provisions of the wage agreement, insist that those provisions be literally observed, and give to their departments the closest possible supervision.

There has been no employment in the industry at any time this year, and none worth mentioning since 1914. The labor cost of producing a kiln of ware is from seventy-four to eighty per cent higher than it was in 1913. This is not reflected in the prevailing plusages, as concessions made on blases and in conditions do not appear in the plusage rates, while advances of more than eighty per cent are generally paid to day wage employes whose earnings are not calculated on the plusage basis. Speed of workmen has decidedly increased since 1913, and it is safe to say there are but few departments in which the worker does not draw at least eighty per cent more than he did in 1913, and in shorter time. This should be satisfactory to the employe. It should enable him to live better, as the average cost of essential and non-essential items of family expenses have increased but slighty more than fifty per cent.

The annual earnings of the pottery worker who is physically fit and willing to put in steady time will compare favorably with the highest that can be earned in other industries, and are well above the average. It is to be sincerely hoped that the demand for our products may continue with such vigor, and that we may receive that reasonable degree of care, co-operation and efficiency from the workers that will enable us to pay the present scale of wages indefinitely. And it is equally to be desired there shall be no such upward trend in commodity prices as to warrant or compel a wage advance, with a corresponding increase in selling prices, at the expiration of the present agreement. There are no indications at present in the national business situation that the demand will not be sufficient to consume our output for a long time to come, nor is there good reason to anticipate a general advance in living costs. So far as can be seen, costs in the industry have become stabilized. The outlook for the future is favorable. It is fair to assume that we may now concentrate upon quantity and quality, without serious apprehension of labor troubles, or of market disturbances resulting from a weak demand. The labor cost has increased about eighty per cent over 1913 as stated above, the fuel cost has increased over two hundred per cent, and all other elements of cost have advanced in various amounts, making the average increase in the total cost of producing a kiln of ware approximately one hundred per cent, where it is liable to remain pegged for more years than one.

There is little or no danger of over production in the near future. The demand for nice American dinnerware has grown steadily of recent years, and there is good reason to believe it will continue to grow as rapidly at least as provision can be made to meet it by the addition of new, and the enlargement of old plants. This growth cannot be attributed to the added protection afforded by the new tariff law. The law gives us no more than an equal chance in competition with the foreign producer. The operation of that law has not in effect curtailed the volume of importations of china and earthenware from any country, or from any manufacturer. Furthermore, it is worthy of wide publicity that this new tariff has not added one penny to the retail prices, or to the cost to the

consumer, of dinnerware of either foreign or domestic manufacture. This exposes the fallacy of the unscrupulous propaganda broadcasted by certain importers when the tariff bill was under debate, to the effect that the proposed rates would increase the American housewife's bill for dishes by one million dollars a month.

The soundness of the tariff policy of the republican party was never more completely vindicated, inasmuch as the Fordney, McCumber rates on china and earthenware have materially increased the revenues of the government, they have not decreased the volume of importations, and have not placed a prohibition against the products of a single foreign manufacturer, they have added nothing to the burden of the ultimate consumer, but they have functioned precisely as the friends of a sound tariff prophesied, and precisely as a righteous tariff should function in safeguarding the American manufacturer and American workman against the danger of being crowded out of his home market by the products of the cheap labor of foreign lands. It is because a reasonable tariff protection is essential to the welfare of our workers, and has a direct bearing upon the wages we can afford to pay, that reference to the operation of the present law is embodied in this report.

But what I want to bring out is that while an adequate tariff protects us against a loss in business, it is not responsible for the substantial growth we have enjoyed of recent years, nor for the added growth there is good reason to anticipate. The fundamental cause lies in the striking improvement in the style of our products that has been developed within ten years or less, an improvement that is nothing short of phenominal. The advance in commercial art represented by our present offerings has overcome the old-time prejudice against American awares. It has won the confidence of the dealers and the admiration of the public. Buyers, wholesale and retail, who were life-long antagonists of American wares, and boosters of imported products, are now our friends and advertisers because we have won their good will. The housewife is demanding American-made dishes, and the dealer is responsive to that demand. And, besides, she is insisting upon more and better dishes than she thought she needed or could afford in the old days. Her house and her table must be better furnished.

Her clubs and the flood of women's periodicals are teaching her how to make a home attractive. A nicely decorated table service is no longer a luxury but a necessity, and not only for special occasions but for daily use. Her neighbor has it, and she must compete. This influence, which is only getting into full swing, explains why the call for our products, especially of the better class, is growing so much faster than the population. It is the first reason why our business did not slump in sympathy with the general depression of 1921. It is the foundation of our optimism for the future. Our task is to keep abreast of the improving standards of taste, to make quality, and better quality always the first consideration. Our public is ready to do its part.

In this connection we should never relent in the campaign to impress the workers that they must do their part. Under the piece-work system that obtains in so many important departments, there is a constant temptation to cut corners, to omit certain details that the worker thinks nonessenial. Excessive losses result that may be avoided in part by close personal supervision and patient instruction to the worker. In this respect, there can be no doubt we all fall short to a certain extent, and in some cases the lack of intelligent supervision is so marked as to be the deplorable cause of most of the trouble.

While our product is susceptible to an unusual degree to damage in manufacture, and some loss must be accepted as an inevitable part of cost, that loss is greater than it should be in the majority, if not in all our factories. And I have been wondering whether a large part of this excessive waste is not due to the piece-work system, especially in the kiln drawing, kiln placing and dipping departments. In these departments a very large percentage of the total loss occurs. The apparent speed of the workers has increased nearly one hundred per cent in twenty-five years. The men constantly drift about from one pottery to another on the lookout for bigger time and easier conditions. The supply of workers is chronically short. The employers grant concessions to hold their men. If the firm tries to correct abuses or to insist upon its rights, the whole crew quits. Nearly all the aggravating shop controversies, outlaw strikes and interruptions occur in these departments. The locals of these trades, of the kilnmen especially, have been the supreme trouble makers. They make as much trouble for the Brotherhood as they make for the manufacturers. They were responsible for the general ware strike of 1922, and the last count in the long indictment against No. 9 was the expulsion from the official corps of the Brotherhood of Frank Hutchins, one of the most valuable men that the organization ever had, or may ever hope to have. No. 9 has consistently displayed the same attitude toward every Brotherhood official who has shown marked ability and a disposition to be fair in dealing with manufacturers.

The Brotherhood would have passed in its checks, collective bargaining would have ceased, and the potteries would have been operated non-union long ago if the policies of No. 9 had prevailed.

The dippers try to match the kilnmen in speed, and the kilndrawers try to surpass them. Is it conceivable that good workmanship is to be expected from men moving at such speed, under such conditions, and in such a frame of mind? And it is not possible that all, or nearly all, these unhappy conditions are the outgrowth of the piece-work system.

A conference between a part of the Labor Committee and the kilnmen was held early this year in an earnest attempt to find some remedy for the evils and inconsistencies that have grown up in kiln placing. The present method is just as unsatisfactory to the kilnmen as it is to the manufacturers, and both sides were sincere in the desire to find a better way. A two days discussion developed that nothing can be done under piecework. If there is any remedy at all, it is in adopting day wage, the only ob-

jection to which is that the cost per kiln would be greater. But if the kilns are better filled, the losses substantially reduced, and most of our labor wrangles eliminated, is it not worth a trial at least? Why not endeavor to reach an agreement to try day wage in these three departments for one year, with the option of then resorting to the present system if the cost proves excessive, or if the prevailing evils are not remedied. The labor cost of these three departments is about eleven per cent of the total cost of producing a kiln of ware with the normal amount of decorated, sold, packed, invoiced and shipped, that is, about eleven per cent of all of our cost items. It may be nearly ten per cent of our selling price. Even if the day wage system costs considerably more, it cannot increase the total cost more than the equivalent of the saving resulting, and then peace is worth something. It is worth something to recover full control of these vital departments.

On June 19th the sanitary strike was officially called off in those factories that would agree to employ such union men as they could find room for at a general reduction of ten per cent from wages prevailing before the strike, and at the ages prevailing in each shop for casting. About thirty firms accepted these terms, which are exactly those that had been rejected by the referndum vote that caused the strike. Some ten firms refused these terms, and the strik against them is still being carried on technically. The old union men formerly employed by these firms, some three or four hundred in number, are still idle, and, presumably, entitled to strike benefits. The net results of the sanitary strike to the Brotherhood were the total loss of employment to all union men from Nov. 1, 1922, to June 20, 1923, the exhaustion of the defense fund, the loss of the right to deal with the Sanitary Association, and the permanent loss of employment at their trades of a large number of union men whose places had been filled, all because the radicals refused to be guided by the wise advice of Brotherhood officers.

This disaster was the subject of bitter debate at the Atlantic City convention in July. From what could be gathered from the censored newspaper reports, it appears the officers were fully vindicated, and the responsibility placed where it belongs.

So far as can be learned, the only resolution adopted at that convention that may have a bearing upon our future relations was one providing that any one failing to vote on a strike referendum would not be entitled to strike benefits for the first week. This ten-dollar penalty should produce a nearly unanimous vote if some day the tragedy of past strikes is forgotten, and the men be so ill-advised as to try it again.

Since the Mt. Clemens Pottery Co., is not a member of this association, we are not informed as to what success they are having in operating non-union, but they appear to be determined to get along without the Brotherhood. All news from the center of disturbance ceased when the injunction was issued restraining the strikers from picketing and certain other activities.

From what little is known, it appears no question of wages is involved in the dispute, and that the men voted to strike because the firm refused to be governed in some trifling matters by Brotherhood rules.

The standing committees have functioned in their usual faithful and efficient manner. They have been successful in adjusting a large number of disputes of more or less importance, and merit our continued gratitude and support.

Report of Cost Committee

By Frank P. Judge, Jr.

Our Industry is not unlike many others when the matter of production costs is concerned. This vitally important subject receives but very little consideration as compared to that given to other subjects which seemingly are more closely related to production and profits. If we are to conduct our businesses profitably we must know what it is costing to produce our particular products. With this information, selling prices can be determined that will net us a fair return on our investment. There is no question but what each and every manufacturer should know his production costs and he should determine them upon principles which are recognized as satisfactory and standard throughout his particular Industry.

If cost finding methods are uniform, comparisons can be made, differences analyzed and intelligently discussed, costs can be reduced, waste eliminated and inefficient methods of production can be corrected also prices for our products can be made in an intelligent manner.

In almost every factory there are operating conditions which are peculiar to the particular plant and which directly influences the cost of production. For this reason it would not be practical to adopt literally a uniform cost system, however, the fundamental principles of a standard cost system in any industry are reasonably applicable to all factories in that industry.

It is my opinion that the cost system in every case should be made to fit existing conditions in a factory rather than attempt to fit conditions to the cost system. With this object in view your cost committee had a thorough investigation made the latter part of 1922 and early in 1923 in the general ware branch for the purpose of determining and reporting to our membership, what results might be accomplished through the development and use of Uniform Methods of Cost Finding.

This survey was made by the W. N. Van Horne Company, Public Accountants, of Dayton, O., and a general report upon their findings was given at the April (1923) Meeting in New York.

Since that meeting the methods developed have been installed by the above organization in the following potteries:

Cook China Company, Trenton, N. J.
Maddock Pottery Co., Trenton, N. J.
National China Co., Salineville, O.
Edwin M. Knowles China Co., Newell, W. Va.
D. E. McNicol Pottery Co., E. Liverpool, O.
Mercer Pottery Co., Trenton, N. J.

Additional installations are to made in the following plants:

Albright China Company, Carrollton, O.

Crooksville China Co., Crooksville, O.
Pope-Gosser China Co., Coshocton, O.

Under the plan of cost accounting developed and installed in the above plants, piece and departmental costs are compiled at the close of each six months period. The first cost period has expired and complete cost figures have been compiled for the following plants:

Maddock Pottery Company, Trenton, N. J.
Cook China Company, Trenton, N. J.

Several other installations are under consideration for January.

The plan is in the nature of a Continuous Cost Service rather than the installation of a cost system. The entire service is installed and operated by the Cost Department of the Van Horne Company, at a cost to the plant less than the salary of one cost clerk. A distinct staff of cost accountants for this particular work in the pottery industry has been trained, and these men visit each plant periodically keeping the necessary payroll and production records compiled to date. The decided advantages of having the same men take care of this work in all plants are readily seen, as uniformity of method and economy of operation are thus insured.

Both piece and operation costs are ascertained and exhibited under the methods in use, and some most interesting as well as valuable comparative data in the different plants is thus made available. Some members have suggested this data be placed before the participating members in the form of monthy bulletins, a service sanctioned by the Federal Trade Commission. However, this is entirely subject to the approval of the individual members as all cost data secured in individual plants is treated as strictly confidential.

In the development of the present method of ascertaining production costs per dozen on the various pieces of ware made, it was found that a number of plants, realizing the importance of having costs on individual pieces, were attempting to arrive at such cost figures through a "Percentage of List or Sales Price" plan. Under such a method, they assume that the elements of cost, namely Material, Labor and Overhead, enter in the same proportion into the production cost of each piece of ware made. Unfortunately, each respective piece does not bear the same material and labor charges that the proportionate selling price would indicate.

For the purpose of illustration, in a certain plant it was found that the total manufacturing costs for a particular period bore the following relationship to the sales value of the ware produced:

Materials	9%
Labor	41%
Overhead	37%
Total cost	87%

Under the method now in use, elaborate payroll and production records are not required, and no changes are required in the general accounting records already in use. The cost information required is secured directly from the usual payroll, production and general accounting records as they were found in use in the majority of the plants visited during the preliminary survey of the industry.

Much progress has been made during this year in improving cost finding methods and bringing about a greater degree of uniformity. In order to make cost finding work successfully in our industry it will be necessary to have the whole hearted co-operation of each and every member. Those of our members who have not as yet taken up this important phase of their business should leave this meeting with a determination to have a cost finding method established in their factories during the coming year. Your cost committee can be of more valuable service if cost figures can be obtained from all members and we hope that at our next annual meeting a comparative rather than a general report can be submitted.

Respectfully submitted,
F. P. Judge, Jr.,
Chairman.

Cost Accounting

By E. W. McCullough

I am glad to respond to your invitation in behalf of the Chamber of Commerce of the United States and to give you such information and suggestions as have been developed through our experience in dealing with the cost accounting problems of trade lines.

There is perhaps no activity in trade association work which today commands greater interest than the development and use of uniform methods of cost reckoning. The day of rule-o'-thumb or guessing in industry is past and we use a cost system not only to give us records of what has been done but to expedite production, eliminate waste and to reasonably forecast our future production.

While we need and must have this knowledge to guide our own affairs, our industry should have it as well, for our progress is, in a large measure, dependent on the general advance of the line. A trade association which does not measure its activities by the test of whether it is for the good of the whole industry is overlooking a most important fundamental.

To insure the construction of a system right in theory and practicable in operation, we have reached the conclusion—and it has been worked out in operation—that the industry should develop its own methods. In every industry many good individual cost systems are in use and these should not be scrapped to take up something new; yet they may need improving and bringing up to date and into such uniformity that a comparable statement of costs may be drawn, one that will show all costs included.

The process of taking this first step toward the building of a system is to select a committee of the best accountants in the industry, not less than five nor more than ten, with a man of vision as chairman. The next step—and one usually desirable—is to engage an experienced cost accountant from without the industry to act in an advisory capacity and to work with the committee.

The system should be built step by step through the collaboration of this expert and the committee, one setting up the theory and the other insuring its practicality. The work of bringing old systems into line with the principles of uniformity will make comparatively easy the laying out of a complete schedule of methods for those who desire to adopt the complete system.

The manufacturers of anti-friction bearings and the makers of printing inks both have committees working under this plan and making good progress. The International Milk Dealers, who refine raw milk and distribute it as well as produce several important products from butter fats, have just finished, after more than a year's effort, a uniform system to fit the needs of the small and large dealers, yet enable them to talk the same language in discussing costs.

These methods of developing a system will be found superior to turning the job over to some one who may never have had contact with your line—this has been done frequently in the past.

Let us now turn to the legality of such close cooperation—for we know that even so beneficial an activity as this may be used unlawfully. The few organizations that have gotten into difficulties seem to be those which have used good information to the advantage of a few and thereby denied to the remainder that equality of opportunity we are all so jealous of.

The government's attitude toward uniform methods of cost accounting by trade association I do not believe could be more concisely stated than by one of the Federal Trade Commissioners, who in 1922 said in answer to certain questions we put to him:

"The conception of the Commission is that the efforts of a trade association to educate the individual member in the application of sound principles of cost accounting in his individual business, are proper. But that any subsequent effort of the association to reduce the individual costs to an average or uniform cost basis and to procure the use of the group standard as a basis of price making by each of the individuals in the group, is improper. The individual must fix his own cost and his own margin. The group may not attempt to substitute a group average or standard either of cost or margin for the individual's figures without being in peril of becoming an unlawful combination."

It is to be deplored that in some directions a feeling seems to be prevalent that business organizations are enduring hardship and even persecution at the hands of the government—but is such the case? The Chamber is particularly concerned, for fully one-third of our organization members are trade associations and we have gone into these matters most thoroughly.

According to the records of Federal cases brought during the thirty-three years which have elapsed since the Sherman Act became effective, or up until March, 1922, thirty-seven cases were brought against trade associations, resulting in twenty-five verdicts for the government, leaving twelve cases still pending. Only four associations were dissolved by court order during that time.

Membership Committee Report

In presenting the report of the Membership Committee, William H. Robinson, of the Colonial Co., East Liverpool, O., said:

"Your membership committee begs to report that since our last annual meeting held during the month of April of this year, three active members have been received into the Association. They being the Illinois China Co., Lincoln, Ill.; the R. Thomas & Sons Company, East Liverpool, O., and the Bailey-Walker China Co., of Bedford, O.

The last firm is the successor to the Bedford China Co., the new firm having taken over that portion of the plant which contained the intermittent kilns."

Report of Kiln and Fuel Committee

As chairman of the Kiln and Fuel Committee, R. H. Pass of Syracuse, N. Y., in presenting an oral report, dwelt at some length upon the growing use of the down draft kiln over the updraft. It was pointed out by Mr. Pass that a study of the problem did show that better results could be obtained in kiln firing when the down draft type was used, and that firing in all rings in such type of kiln was more even than is to be obtained in an updraft kiln.

Because of improvement obtained in firing in such kilns, Mr. Pass related that the Warwick China Co., of Wheeling, W. Va., was converting all of its updraft kilns into the down draft type.

An intensified study of kiln firing over a possible period of not less than nine months was suggested by Mr. Pass, so that manufacturers could be advised what results are obtainable in the use of coal, gas and oil as fuel.

This study is to be made by four experts, one to be selected by the United States Potters' Association and the other three experts from the Bureau of Mines and the United States Bureau of Standards.

Six plants, having both updraft and down draft type of kilns are to be selected for this study, and the cost will be apportioned among the members of the Potters' Association on the per kiln basis. This committee, it was plainly stated, is to be given all information in the hands of the owners of the plants made the subject of study, and when the study is finished, a complete report is to be made to all members.

It was brought out in the statement of Mr. Pass, that the Hopewell China Co., of Hopewell, Va., had experimented in firing decorating kilns with fir wood, but that this had been abandoned on account of the increased cost of this fuel, although excellent results were obtained by the use of this kind of wood as a fuel. This is said to be the first time that the manufacturers of today ever tried kiln firing with wood, although it is done in some instances in foreign countries.

Some reference was made by Mr. Pass in his statement about the various types of oil burners now on the market, and their use with reference to the pottery industry.

Dr. Gerstenberg's Address

Taking for his subject "The Business Situation," Dr. Gerstenberg, Prof. of Economics and Science, New York University, spoke in part as follows:

Dr. Charles W. Gerstenberg, professor of economics, accounts and finance at New York University, reviewed the business situation and gave it as his belief that the first six months would see a slight betterment in the economic and business situation. After July, 1924, he could not predict at this time, except to say that the tendency of prices in the next 30 years would be downward.

Sparkling with metaphors and apt phrases, the talk of Dr. Gerstenberg was a brief resume of the many complexities which the economist had to consider in attempting to foresee the future. The past was not always a good background to prohphecy because of constantly changing conditions, both in business and labor.

Regarding the outlook for 1924, Dr. Gerstenberg declared that the great activity in building operations in 1923 would be continued and that the construction of dwellings would continue at a high rate Building labor was losing its power somewhat and the labor situation in this industry was softening. The agricultural situation was firm with the average farmer getting the same value for his dollar as last year but also getting 15 per cent more dollars. Pig iron demand was increasing and would continue so for several months.

The speaker predicted a lowering of taxes by the federal government somewhat on the Mellon plan. He predicted a passing of a bonus bill but said that its immediate effect would be an increase in prices and business. Afterward, the effect would be detrimental. However, he would warn all manufacturers and business men to prepare in times of prosperity for the times of depression. As the tide came in so would it go out, although none can tall accurately how far it will come in or how far it will go out with regard to business. The country is sound and the European situation has little or no effect on conditions here.

Wednesday, Dec. 5.

Report of Transportation Committee

By F. B. Lawrence

Dealing with transportation matters is much like mining low grade ores. In mining one moves an enormous tonnage of material, passing it through many intricate processes, only to find that much of it is waste and little of the valuable mineral sought is realized.

In transportation matters one has about the same experience. Much material in the form of correspondence, tariffs, dockets, reports, petitions, complaints, etc., is handled, much data is compiled, many meetings are held and various committees are conferred with, all with the result that one finds much that has passed through the mill is waste, and but little of value has been realized in the process.

However, it is this little of value that is realized which in the course of time bulks comparatively large, and is well worth while.

Your committee has "mined" much, so to speak, and realized little in an exceedingly busy year. Its activities have been characterized rather by tenacity of purpose than by tangible results.

You will recall that in our last report we made very strong recommendations to our members for improved packing methods, a more conscientious effort to live up to the rules and regulations prescribed in the tariffs, and also stressed the importance of eliminating small claims for breakage in transit.

A circular letter was sent to our members and to the trade in general, setting forth these recommendations and the reasons for them. You will be interested to learn the re-action from these circulars. The Secretary of the Association received a large number of commendatory letters from the trade as a result of the same, and many requests for additional copies. In a general way a fine spirit of co-operation in the matter of eliminating small claims was manifested.

However, all of the trade did not take this broad view of the situation. We quote from a letter received from one of the large chain store buyers, as follows: "We fail to see why the U. S. Potters Association should initiate any plans to protect the buyers from the loss of their own money, or why it should offer to allow the buyers money to the carriers unless specifically requested to take such action by a substantial majority of the large buyers. Inasmuch as the potters suffer no direct loss of the claims we think that your transportation committee can very well refrain from unsolicited activities of this kind."

Obviously this buyer is not acquainted with the situation. He does not know that there has been no concerted effort on the part of the buyers to protect themselves against unwarranted freight increases or changes in tariffs that would involve them in additional expense. He does not realize that except for the activities of the Association in his behalf for many years, he would have paid higher freight rates and have been subjected to more stringent tariff provisions involving him in additional expense.

The fact that *he pays the freight* should prove a double incentive to co-operation along this line.

It is true that there are a few of the large buyers who have from time to time co-operated with this committee in its work; but speaking broadly there has been no concerted effort on their part to protect their own interests. Your committee would welcome their co-operation and since our interests are mutual, such co-operation should be mutually beneficial. It may be truthfully said that our position is not altogether altruistic and unselfish. Indirectly we will suffer as well as the buyer if rates are increased to a point that is injurious, or rules are promulgated and enforced that are unreasonable. The weakness of the attitude of this particular buyer is that he has no constructive suggestion to make and that he condemns our action without knowing the motive which prompted it, and while it is perhaps a thankless task for this committee to undertake to fight the battles of the buyer, especially when the buyer takes such an attitude as this one does, your commitee feels that its activities in the past have been amply justified and that they have met with the approval of practically all the trade.

Another rather interesting development of the year, which has come before your committee for consideration, emanates from the Freight Container Bureau of the American Railway Association. The American Railway Association is one of the agencies through which the carriers are endeavoring to improve transportation methods and reduce the losses incident to the transportation of various commodities. The Freight Container Bureau specializes in the scientific examination of the types of containers used for the transportation of freight. They have taken up with your committee, first, the character of material which enters into the manufacture of casks, barrels, and crates, recommending the use of higher grade materials and particularly of thoroughly dried stock, having in mind thereby to eliminate the drying out of containers after they are packed, with the resultant weakening of their carrying capacity. Their suggestions for improvement along this line have not been practical, for the reasons that such materials as they recommend for use are not available at reasonable cost, and thus far nothing has been accomplished.

The second rather novel suggestion from this bureau pertains to the method of packing casks, barrels or crates and appeals to your committee as being wholly impractical of application.

It has been the opinion of your committee that it is perhaps outside of its jurisdiction to take cognizance of these matters or to suggest to the members of the Association either the character of containers they should use, or the method in which such containers should be packed.

We believe if action should be taken along these lines, it is a matter to be handled by a special committee appointed for the purpose.

You will recall in our last report we recommended co-operation with the carriers to the end that they should be released from claims for damages on lump ware. While no formal action was taken on the part of the carrier to adopt and put into effect this recommendation it is generally understood that such claims are indefensible, and it is believed that the attitude of the Association has had a very salutary effect. It is our understanding that fewer claims of the character have been filed, and that the result has been gratifying to the committees representing the carrier. It has also had the effect of strengthening our position with the Classification Committees. There have been one or two instances where the carrier himself has endeavored to make this recommendation apply, not to lump ware, but to thirds. However, when the particular carrier was informed of his misconception of the recommendation no trouble was experienced in adjusting the claim for damage in transit on thirds ware.

Earthenware Rates to Pacific Coast.

It will be recalled that in our last report we referred to a reduction that had been granted in Westbound Pacific Coast rates from $2.33½ to $2.10. We were not satisfied with this reduction in Westbound rates, and have felt that we were entitled to the same rate Westbound as was granted on import ware Eastbound from the Pacific Coast, namely $1.50. Your committee has held two important conferences on this subject, one in Chicago where it met the representatives of most of the Transcontinental lines, and the second one in New York recently where it took the matter up with the head of the rate division of the Southern Pacific lines. Much data has been compiled to substantiate our contention in this matter, and a comprehensive survey of the movement of earthenware to the Pacific Coast was made. It will interest you to learn that 40 potteries out of 62 replied to the questionnaire that was sent out by your committee, and that these 40 potteries shipped 362 cars of earthenware in the first nine months of the year to the Pacific Coast. Of these 362 cars approximately 59%, or 209 cars, were package cars, and the balance were bulk cars. Of the 209 cars loaded with packages, 124 moved by way of the Panama Canal, and 85 moved by rail. It is this movement of package shipments by way of the Canal that has been the greatest aid to us in getting consideration from the Transcontinental carriers on our petition for reduced rates. Our recent meeting in New York has led us to believe that we may very soon expect further favorable action on transcontinental rates.

This questionnaire revealed the fact that the average loading weight of all cars shipped to the Pacific Coast was 34,000 pounds. The tariff minimum is 24,000 pounds. It would therefore appear that, if necessary to secure more favorable rates, your committee might well consent to a higher minimum weight without in any way jeopardizing the interest of the buyer. In fact some Pacific Coast buyers have suggested as much. The further suggestion has been made that two rates be established, a rate of $1.75 on a 24,000 minimum and a rate of $1.50 on a 30,000 minimum. Your committee feels that this problem is well on the way to a favorable solution.

Earthenware—South Western Territory.

We have nothing new to report on the application of your committee for the privilege of stopping cars in transit to complete loading to the Southwestern territory. The stoneware interests have for some reason or other persistently opposed our petition for this privilege. While stoneware under the tariff has been divorced from all connection with earthenware and china classification, the carrier hides behind the opposition of these shippers and up to date has been unwilling to grant our request. The only reason we can assign for the attitude of the stoneware manufacturer is now that his product takes a different classification from ours he is opposed to anything that may again tie him up with our interests. He has always taken the position that rules as to packing, etc., which might be reasonable as regards earthenware were unreasonable as regards his product, particularly in respect to bulk car packing.

Your committee has not given up hope, but we will still pursue the matter.

Earthenware—Restricted Values.

We referred in our last report to the necessity of adopting restricted value on our product to save the then existing rates. Some of our members, through a misconception of the application of this rule, were somewhat concerned, but it is the belief of your committee that the rule as applied is not only thoroughly understood but particularly satisfactory, and has involved neither the manufacturer nor the buyer in any loss. It unquestionably has aided us in retaining lower rates than otherwise would have been adopted.

This restricted value clause, first adopted by the Consolidated Classification Committee has been written into the tariffs of other Sectional Committees, so that the $20 per 100 pounds released value as applied to our product is universally recognized.

Earthenware—Bulk Car Packing.

Reference to our last report will recall to your mind that there was some discussion about the method of packing bulk cars, and that certain proposals were made by the Official Classification Committee to inspect a number of cars packed after the established custom, follow them through to destination and check up the damage in transit. Inspection of several bulk cars from the East Liverpool districts was made, and we are pleased to report that the Official Classification Committee apparently is satisfied with the present method of packing bulk cars. This result sustains the contention of your committee in this matter, to wit: that the established custom of strawing ware in bulk cars, if supported by bins as prescribed in the tariff, was ample to afford protection against damage in transit under all normal conditions.

Earthenware—Pool Cars.

Another interesting development of the year is the pool car arrangement whereby a forwarding company has, on its own initiative, come into the East Liverpool district and arranged for the pooling of less than carload shipments to New York and Chicago. This forwarding company has arranged with a local transfer and storage company to gather together the less than carload shipments from the various potteries in the community consigned to the cities named. (About three cars to New York and two cars to Chicago of such shipments being available each week.) These packages are loaded into cars and shipped direct to the forwarding company at New York and Chicago, and delivered by this company with its own trucks to the various buyers. In this manner delays in transit incident to less than carload shipments are avoided. There is some saving also to the customer in the matter of freight rates, the forwarding company splitting the difference between the carload rates with the customer, apparently making it profitable for him to handle these shipments, and at the same time an advantage to the customer.

This arrangement is susceptible of broader application and might profitably be extended to apply to other large buying centers by both our Eastern and Western members.

Domestic Earthenware—East Bound.

A recent issue of the transcontinental docket publishes an application for the same rates on domestic ware East bound from the Pacific Coast that is enjoyed by the Eastern manufacturers on

their West bound shipments.

From this application it is evident that the Pacific Coast potteries which have been built within recent years are contemplating extending their activities into the Eastern market.

RAW MATERIALS

Clay Rates.

In our efforts to secure reduced rates on clays the matter has resulted itself into a discussion of *import clay rates* and *domestic clay rates;* not because this was the desire of your committee, but for the reason that it has been the common practice of rate making bodies to deal with import and domestic rates separately.

You will recall that your committee filed a complaint with the Interstate Commerce Commission seeking the brick rate base on our clays. This complaint is still before the commission and has not been pressed for a hearing pending negotiations with the rate making powers for a satisfactory adjustment of the matter.

Your committee recently had a very satisfactory conference with the Trunk Line Committee in New York, when much was accomplished in clearing up misconceptions as to the character of our raw materials, and it is our belief that we satisfied this rate committee that ball and china clays are in fact *crude clays,* and should be so considered in rate schedules.

The outcome of a rather lengthy conference was a proposal from Mr. Wilson, Chairman of the Trunk Line Committee, that a revision of tariff should be docketed under the Brick schedule, eliminating reference to "Clays *other than* crude or ground, common or fire," and making the same read "Clay, crude or ground, common or fire, china or ball."

The effect of this change would be to give us the brick rate base on imports of china and ball clays.

There has been some opposition from the clay importers in this matter, due to the fact that they have been averse to having china and ball clays described as "crude" clays, but it thought that the description proposed will remove any reason for opposition on this score.

It was suggested by the carrier and agreed to by your committee that the adoption of the proposed change would justify the immediate withdrawal of the complaint now before the commission.

Domestic Clay Rates.

The final disposition of the issue relating to import rates will have a very material bearing upon the outcome of our efforts to secure the brick rate for domestic clays moving from the Southern territory. It is our belief that if the Trunk Line Committee makes effective its proposal it will be a long step toward securing the same consideration on domestic clay rates, and we hope to be able to report favorably on this phase of our work later.

Feldspar.

There has been little change generally speaking in rates on this material within the past year. You will recall that in our last report we indicated satisfactory progress on these rates and a considerable saving to the Association as the result. Your committee feels that the present rates, comparatively speaking, are at a reasonable point.

The only new development during the year relative to this particular material is an effort in the Eastern district to secure the establishment of separate rates on crude and ground feldspar. Your committee has always acted on the belief that there should be no division of rates on this material, whether ground or crude. We are convinced it is a step in the wrong direction, and while it may appear to be advantageous in isolated cases, on the whole it will work to our disadvantage.

Flint Sand.

There have been a few minor changes in local rates on flint sand moving from the central Pennsylvania and West Virginia producing points. These have not been the result of an effort to increase rates, but have been rather an adjustment or leveling of those rates which were inconsistent.

Your committee has made no further progress in the matter of its application for the grinding in transit privilege. This request has been opposed by the Pennsylvania Company upon whose lines most of this material is produced, and your committee sees very little to encourage it in the belief that it will ultimately be able to secure this privilege.

Our traffic counselor, Mr. Donley, has been furnishing his regular clients with a freight rate bulletin on raw materials used in the manufacture of pottery. With this bulletin many of you are familiar.

Recently, on his own initiative, he got out such a bulletin of rates applying to our Eastern members, and mailed a copy to each of these members. The favorable comments in the form of letters, which Mr. Donley received from the various Eastern members prompt us to recommend that it would be well for each member of the Association to be provided with this rate bulletin regularly. It would be a valuable aid in checking rates on in-coming raw materials, and would result in a considerable saving and the elimination of claims for overcharges, which result largely from the failure of the carrier to always apply the correct rate.

Your committee feels that it would be lacking in courtesy were it not to commend to the Association the earnest and efficient services of Mr. Donley in its work. We would be much like a ship without a rudder without his valuable services.

We are also under obligation to Mr. J. E. Wilson, otherwise known as "Mashie Jim" of the Buffalo Pottery and traffic manager for the Larkin Co., who is now a member of our committee and who, because of his broad acquaintance with railroad men and an intimate knowledge of traffic matters, has rendered your committee valuable assistance.

May we not, in conclusion, express to all the members of the Association the thanks of this committee for the spirit of cooperation which has been manifested towards it in its work. Without the data which has been so promptly forthcoming when questionnaires have been sent to you, our work could not have well been carried on and but for your efforts to put into practice the recommendation of a year ago, relations with the carrier would not have been so satisfactory.

Respectfully submitted,

Transportation Committee.

Report of the Historian

By Charles F. Goodwin

Secretary U. S. P. A.

But a short period has elapsed since our last annual meeting, which owing to conditions, was not held at its regular time, but the meeting time extended over into April, 1923. Hence, the period is only about two-thirds of the year.

As far as business is concerned, no complaint can be made, for all comments and actions seem to indicate that most firms will close their books this year with a great deal of 1923 business still unshipped. This s a good condition, and let us hope that it may continue, for it spells prosperity and contentment about as near as we can actually approach those most desired conditions.

This has been a year of increase in the industry, kilns have been erected at a number of plants and new complete plants have been built. The No. 4 plant of the W. S. George Pottery Co., having been erected at East Palestine, O., and the No. 6 plant of the Homer Laughlin China Co., having been erected at Newell, W. Va., this plant being a tunnel kiln plant throughout, and built on the most modern ideas possible to conceive. Several new shapes have been placed on the market, and altogether the year can be set down as one of progression.

Death, as usual in an association as large as ours, has made its customary visit, and in this year has duplicated its choice as it did last year in taking both the young and old. The first, Mr. A. W. Shaw, secretary of the Cannonsburg Pottery Co., was taken ill at the Hotel Astor during our last annual meeting. He finally recovered sufficiently to be taken to his home in Cannonsburg, but he gradually grew weaker, and a few weeks after returning home succumbed to the disease. He was a young man of fine qualifications, of friendly and pleasing disposition, and his death was a serious loss to his firm.

Among the older membership, the victim was Mr. William Burgess, President of the West End Pottery Co. Mr. Burgess was in his eighty-fifth year, and yet was almost as active as a boy. Daily he took long walks, and up until a year before his death he walked as erect and with as much vigor as a school boy. It is sad to see these Old Timers pass way, and yet in Mr. Burgess' case we may feel that he got a great deal out of life, and his health and activity enabled him to live and to an extreme age without ever having to feel that he was an old man.

Mr. Burgess' death at this time gives us an opportunity to visualize the distant past with the present. Mr. Burgess was one of two persons living in East Liverpool who had worked in the original John Goodwin pottery built in that city in 1844. The other person still living is now passed ninety years of age. That first pottery referred to was begun with a capital of $80, the bricks for the kilns having been gathered mostly from the commons. Can you visualize this early attempt in potting in East Liverpool, with no railroads, no water power, no conveniences, no machinery, with the present example of the most modern pottery building in the No. 6 plant of the Homer Laughlin China Co., at Newell, W. Va., where the investment compares with that $80 beginning, thousands to the one dollar.

But these first efforts were what have made possible the present magnitude of the business, and Mr. Burgess was one of the very last of those early pioneers. His life was full of joys secured in many cases through his kind acts to others less fortunate than himself. Many of these were known only by his very closest friends, and credit will be given him in the record of life's deeds in the words of the Master.

It would not be right to close this story of 1923 without referring to our new headquarters. For many years our member-

ip have recognized that our headquarters were not up to date, id are not in keeping with the prestige of one of its oldest asso- ations in the country. But, new headquarters were very diffi- lt to secure, as the desire was to secure not only ample quarters, it to have them located on the second floor where they would e easy of access. After keeping our eye open for several years, rough a fortunate exchange it became possible for our execu- ve committee to secure what they felt would be convenient and commodating headquarters. For the past six weeks we have en settled in our new home, and every member who had the easure of visiting it, has praised the efforts of the Executive ommittee and the House Committee. The unanimous expression , "the only trouble is that we did not have such headquarters ng ago." Those of you who have not had the pleasure of com- g into the new place, should do so at your earliest convenience. 'e have a roomy and pleasant office, two private conference oms, a large commodious social or living room, a modern toilet om, and a storage room where we can place those things which r many years litered up our old headquarters.

A smoker was held some three weeks ago for the Superinten- nts and Foremen. This first affair was attended by sixty per- ns. The next one will be held on Friday evening, Dec. 14th, d we have urged all those who can conveniently do so to have representative present, for we hope for much good to come from ese get-together meetings of those Superintendents and Foremen hom we hold in confidential relation.

In January this Association enters into its fiftieth year, and let hope that it will be the best year of the entire fifty.

Following the presentation of this report, President Mitchell pointed Charles C. Ashbaugh of the West End Pottery Co., and hn W. Vodrey of the Vodrey Pottery Co., to prepare suitable solutions on the death of Mr. Burgess, and Thomas B. An- rson, of the Pope, Gosser China Co., Coshocton, O., and Frank Judge, Jr., of the National China Co., Salineville, in the same pacity anent the death of Mr. Shaw.

The Banquet

Former Secretary of the Treasury, Leslie M. Shaw, so ex-Governor of Iowa, was the principal speaker at e annual dinner of the Association in the Hotel Willard 'ednesday evening. Mr. Shaw referred to the greatness America, and of its growing industries. His address as considered the most instructive and absorbing ever livered before such a gathering of manufacturing Pot- rs.

Following the menu, President George C. Mitchell in- oduced W. E. Wells as toastmaster, and he was at his st. Before the menu was completed, however, ex- nator Nathan B. Scott, for years also associated with e Central Glass Works of Wheeling, W. Va., was corted to the speakers platform, and soon afterwards as introduced, and spoke briefly, immediately retiring his home.

Other speakers of the evening included ex-United ates Senator N. J. Freilinghuysen, of New Jersey; on. W. R. Green, Chairman of the House Ways and leans Committee; Hon. Allen. Tredway, of Massachu- ts, Hon. B. Frank Murphy, of the Eighteenth Ohio ongressional District in which the eastern Ohio pottery strict is located and Congressman Ben Rosenbloom, of t- First West Virginia district.

Thursday, Dec. 6.

Report of Art and Design Committee

J. D. Thompson

The year 1923 has been one of extremely heavy demand with resulting capacity operation and rush. This condition has made production of new shapes rather difficult. In spite of this t a survey of our membership indicates that ten of our mem- s have put new shapes on the market this year. The number new decorations has been very great. These facts indicate that the American Potters are determined to supply the American demand for high grade dinnerware.

The new shapes thus far produced are in the main quite different from the shapes which have been appearing. Several years ago they would have been nearly impossible of commercial production. Improved methods of casting, together with improvements in bodies, glazes, etc., and more important still, careful supervision of the workmanship, have made these beautiful creations possible. These new shapes offer wide fields for interesting and unusual decorations. Very artistic and pleasing results have been obtained, and there is still room for further arrangements which will appeal to the American housewife.

It seems to your committee that it would be appropriate both for purposes of recognition and also for reference to list the names of the new shapes as well as the factories producing them. Your committee has received reports of the following new shapes in answer to an inquiry to all of our members making dinnerware.

Clarmont, Cannonsburg Pottery Co.; Angelus, Empire China Co.; No. 8 Derwood, The W. S. George Pottery Co.; Glencoe, Illinois China Co.; Plymouth, The Owen China Co.; Governor Winthrop, Onandago Pottery Co.; Windsor, The Salem China Co.; Name to be announced, The Sebring Pottery Co.; The New Princess, The Smith-Phillips China Co.; Octagon, The Steubenville Pottery Co.

New decorations have been very prevalent. Elaborate and costly decorations are shown in many lines. The over-all treatments, as well as the borders with centers, are quite popular. Nevertheless the heavy demand is stronger than ever for narrow and medium width borders. The more elaborate decorations will always have their buyers, but the quantity business still remains with the more conservative borders. The medallion patterns and especially those of basket design are strong sellers.

During the last few months some of our members have been experimenting with underglaze decals. We have every hope that they will be successful and that before long these experiments will bear fruit in the form of new and beautiful decorations. This is just another indication that the American Potters intend to hold their market.

Report of the Statistics Committee

By Joseph Mayer

The production of Earthenware and China in the United States of the grade of Pottery Ware made by the members of this Association during the years 1920, 1921 and 1922 was as follows:

	1920	1921	1922
White Granite, Semi-Porcelain and C. C. Ware	38,323,880	29,744,343	28,080,721
China Ware	11,340,093	12,150,500	8,353,238
Total	49,663,973	41,894,843	36,433,959

General Imports of China and Earthenware

Imports, 9 Months, ending September 30th	1921	1922	1923
China and Porcelain:			
Not Decorated	465,906	452,929	527,071
Decorated—			
Imported from France	662,339	525,024	445,340
" " Germany	1,445,744	1,157,027	1,742,685
" " Un. Kingdom	426,453	421,216	34,979
" " Japan	2,585,632	1,585,461	2,180,386
" " Other Co.	326,887	487,445	548,532
Total	5,447,055	4,176,173	4,951,922
Earthenware, Crockery and Stone:			
Not Decorated	338,331	227,556	505,849
Decorated—			
Imported from Germany		138,937	180,836
" " Un. Kingdom	1,995,603	2,566,833	2,178,633
" " Japan	307,650	237,193	227,142
" " Other Co.	429,625	269,965	230,497
Total	2,732,878	3,212,928	2,817,108
All Other Pottery	343,183	419,727	2,864,457*
Grand Total	9,327,353	8,489,313	11,666,407

* Note: All $1,409,984 classified as Bisque, Parian and Other Pottery 1,272,339 " " Other Earthen, Crockery for 1923 182,134 " " Common and Rockingham Earthenwares Includes

IMPORTATIONS OF EARTHENWARE AND CHINA FOR THE UNITED STATES, FISCAL YEARS OF 1921, 1922 AND 1923 WAS AS FOLLOWS:

General Imports of Earthenware, Stone and China Ware For Fiscal Years Ending June 30 Fiscal Years	1921	1922	1923	Detail for Fiscal Year 1923 July 1-Sept. 21, 1922	Detail for Fiscal Year 1923 Sept. 22-June 30, 1923
China and Porcelain:					
Not Decorated	498,466	704,720	609,896	163,622	446,274
Decorated—					
Imported from France	778,567	807,620	620,929	175,126	445,803
" " Germany	1,393,827	1,796,572	1,840,518	486,809	1,353,709
" " United Kingdom	649,035	613,811	179,580	136,186	43,394
" " Japan	3,720,918	2,532,116	2,404,420	700,206	1,704,214
" " Other Countries	497,908	551,854	723,159	215,620	507,539
Total	7,040,264	6,301,973	5,768,606	1,713,947	4,054,659
Earthenware and Crockery:					
Not Decorated	481,234	314,241	468,278	80,311	387,967
Decorated—					
Imported from Germany	.....	.....	227,500	53,809	173,691
" " United Kingdom	3,223,774	3,267,648	2,750,779	744,230	2,006,549
" " Japan	600,342	303,294	301,598	109,199	192,399
" " Other Countries	547,874	534,306	319,629	111,735	207,894
Total	4,371,990	4,105,248	3,599,506	1,018,973	2,580,533
All Other Pottery	628,983	463,782	2,714,376	1,149,914	1,564,462
Grand Total, Earthenware, Stone and China Ware	13,020,937	11,889,964	13,160,662	4,126,767	9,033,895

Total Importation of Earthenware, Stone and China Ware for the United States Fiscal Year 1923 is 10.68% more than 1922 and 1.07% more than 1921.

THE ALBRIGHT CHINA COMPANY, Carrolton, Ohio. Have four kilns under construction in addition to the one mentioned in last report. They are also increasing the size of their plant to take care of additional production, which will give them a fourteen kiln plant.

BOSTON POTTERY COMPANY, East Boston, MASS. Have built one general ware kiln, an office building and an additional kiln shed this year.

CANONSBURG POTTERY COMPANY, Canonsburg, Pa. Have erected one biscuit kiln and a pair of decorating kilns and have also extended their warehouse.

THE CROOKSVILLE CHINA COMPANY, Crooksville, Ohio. Have made an addition to their factory which gives them about five thousand square feet more floor space for their offices and decorating department.

THE CROWN POTTERIES COMPANY, Evansville, Ind. Have built one new glost kiln.

THE FRENCH CHINA COMPANY, Sebring, Ohio. Have added to their plant during the present year one biscuit kiln and two glost kilns, and built an addition to their plant to take care of the improvements.

THE ATLAS CHINA COMPANY, Niles, Ohio. Are now completing one biscuit kiln 18 feet in diameter and one glost kiln 15 feet in diameter, also added a new decorating department.

THE W. S. GEORGE POTTERY COMPANY, East Palestine, Ohio. Have added to their plant No. 3 Kittanning, Pa., one glost kiln and additional warehouse and decorating buildings. At East Palestine, Ohio, they are building a new nine kiln plant, which will be modern in every respect. This plant will be ready for operation during January or February of next year.

THE LIMOGES CHINA COMPANY, Sebring, Ohio. Will have completed by January 1, 1924, an addition to their clay shop 87 feet by 83 feet, an addition to their decorating shop 63 feet by 156 feet, an addition to white warehouse 27 feet by 72 feet, a new office building 28 feet by 63 feet.

THE EDWIN M. KNOWLES CHINA COMPANY, East Liverpool, Ohio. Have built one pair of decorating kilns at their No. 2 Plant.

THE HOMER LAUGHLIN CHINA COMPANY, Newall, West Virginia. Are building a tunnel kiln plant.

MADDOCK POTTERY COMPANY, Trenton, New Jersey. Have built during the past year four new decorating kilns. Mr. D. W. Scammell, Vice President of the company with his brothers have taken over the Maddock interest in the company.

MERCER POTTERY COMPANY, Trenton, New Jersey. Have erected this year an addition to their decorating shop, one hundred feet long by thirty-five.

ONONDAGO POTTERY COMPANY, Syracuse, N. Y. Have built this year and have near completion an addition to their Court Street Factory of four kilns with the necessary buildings, coverings about one hundred thousand square feet. They have also made additions to their power plant at the Court Street Factory.

THE OWEN CHINA COMPANY, Minerva, Ohio. Have placed in operation the new five kiln factory referred to as started in last report.

THE POPE-GOSSER CHINA COMPANY, Coshocton, Ohio. Have built a three story addition to their plant giving them approximately twelve thousand six hundred feet of floor space; forty-two hundred feet of this space is devoted to a decorating warehouse, forty-two hundred feet to decorating and forty-two hundred is a basement for materials incident to the business.

THE SALEM CHINA COMPANY, Salem, Ohio. Have completed and are occupying a new packing department and new offices and an increase of about fifty per-

cent in the space of their decorating department. They have also added about fifty percent to their white warehouse space.

SOUTHERN POTTERIES, Erwin, Tennessee. Have just completed the erection of biscuit and glost kiln, which are both in operation now. The capacity of their plant at the present time is four biscuit and five glost kilns and six decorating kilns. There was a change in the ownership of the factory since January 22, 1923. The officers at the present time are:

C. W. Foreman, president.
G. F. Brandt, Vice President and General Manager.
E. A. Vance, Secretary.
R. M. Barry, Treasurer.

THE SEBRING POTTERY COMPANY, Sebring, Ohio. Have built an addition to their decorating shop of about seventy-five hundred square feet.

THE E. H. SEBRING CHINA COMPANY, Sebring, Ohio. Have increased their plant to the extent of one biscuit kiln and enlarged their decorating department and built new offices.

THE SHENANGO POTTERY COMPANY, New Castle, Pa. Have under erection at the present time seven additional kilns, which when completed, will give them ten biscuit, nine glost and one sagger kiln. They are building a new office, warehouse, packing department, cooper shop, sliphouse, clay shop, lining shop, dipping room, glaze room, men's dining room and women's dining room. They expect this work will be all completed by February 1st.

THE STERLING CHINA COMPANY, Wellsville, Ohio. Have built this year one glost kiln 16 ft. 6 in. diameter, a new glost warehouse 40 ft. by 90 ft., new sagger shop and new clay room 20 ft. by 40 ft. and addition to their clay shop 20 ft. by 40 ft.

THE C. C. THOMPSON POTTERY COMPANY, East Liverpool, Ohio. Have constructed a new fireproof sagger department with tunnel dryer.

The following deaths have occurred amongst our members since last report:

W. A. Shaw, Secretary and Treasurer of the Canonsburg Pottery Company died on June 17th.

William H. Burgess of the West End Pottery Company, East Liverpool, Ohio, died on November 7th. It is said that Mr. Burgess was the oldest active pottery manufacturer in the United States.

Attendance a Representative One

The attendance was well up to the average of former years and included the following:

M. K. Zimmerman, Crockery and Glass Journal, New York; W. Irwin, The Edwin M. Knowles China Co., E. Liverpool, O.; C. Sarver, National Lead & Oil Co., Pittsburgh; William H. Taylor, National Lead & Oil Co., Pittsburgh; A. V. Bleininger, Homer Laughlin China Co., Newell, W. Va.; Julius G. Kaufmann, China, Glass and Lamps, Pittsburgh; John M. Hammer, China, Glass and Lamps, Pittsburgh; John B. McDonald, Knowles, Taylor & Knowles Co., E. Liverpool, O.; Charles C. Ashbough, West End Pottery Co., E. Liverpool, O.; Albert Pickin, Palm Fechtler Co., E. Liverpool, O.; DeWitt D. Irwin, The Potters Supply Co., E. Liverpool, O.; W. H. Robinson, The Colonial Co., E. Liverpool, O.; C. Nick Muessig, B. F. Drakenfield & Co., Inc., New York; Henry M. Vorndrau, Potters Cooperative Co., East Liverpool, O.; W. C. Browne, Potters Cooperative Co., East Liverpool, O.; Charles Bauman, Carrolton Pottery Co., Carrolton, O.; James S. Kennedy, Carr China Co., Grafton, W. Va.; Guy Crooks, Crooks China Co., Crooksville, O.; W. E. Brown, E. Liverpool Potteries Co., E. Liverpool, O.; R. L. Chambers, R. Gaertner, New York City; Earl P. Crooks, Crooksville China Co., Crooksville, O.; James A. Quigley, The John W. Higman Co., New York; George C. Mitchell, The Pope Gosser China Co., Coshocton, O.; Samuel B. Larkins, The National China Co., Salineville, O.; Harry D. Wintringer, Steubenville Pottery Co., Steubenville, O.; Fred B. Lawrence, Homer Laughlin China Co., Newell, W. Va.; Marcus Aaron, Homer Laughlin China Co., Newell, W. Va.; R. B. Smith, Taylor, Smith & Taylor Co., E. Liverpool, O.; Sol Ostrow, Hopewell China Corp., Hopewell, Va.; Geo. Brian, Paper Makers Imp. Co., E. Liverpool, O.; V. B. Case, Paper Makers Imp. Co., Easton, Pa.; Robert V. Miller, Knowles, Taylor & Knowles Co., E. Liverpool, O.; J. W. Hepplewhite, E. M. Knowles China Co., E. Liverpool, O.; Frank P. Judge, Jr., The National China Co., Salineville, O.; Charles F. Goodwin, Secy.-Treas. U. S. Potters Assn., E. Liverpool, O.; Arthur E. Mayer, Mayer China Co., Beaver Falls, Pa.; Chas. W. Read, Shenango Pottery Co., Newcastle, Pa.; E. L. Torbett, Onondaga Pottery Co., Syracuse, N. Y.; C. P. Metzner, Carr China Co., Grafton, W. Va.; C. E. Jackson, Warwick China Co., Wheeling, W. Va; Wheeler H. Backman, Carr China Co., Grafton, W. Va.; Bert E. Salisbury, Onondaga Pottery Co., Syracuse, N. Y.; Walter B. Kerr, Iroquois China Co., Syracuse, N. Y.; Fred Sutterlin, Maddock Pottery Co., Trenton, N. J.; V. J. Roehn, U. S. Potters Assn. Bureau of Standards, Washington, D. C.; J. M. Manor, Golding Sons Co., E. Liverpool, O.; C. L. Spitler, H. R. Wyllie China Co., Huntington, W. Va.; J. F. Cannon, T. A. McNichol China Co., E. Liverpool, O.; W. N. Vodrey, Vodrey Pottery Co., E. Liverpool, O.; H. Dan Smith, Smith-Phillips China Co., E. Liverpool, O.; N. Y. Smith, Maine Feldspar Co., Brunswick, Maine; C. M. Franzheim, Maine Feldspar Co., Wheeling, W. Va.; Wil S. George, W. S. George Pottery Co., E. Palestine, O.; J. S. George, W. S. George Pottery Co., E. Palestine, O.; W. Campbell George, Cannonsburg Pottery Co., Cannonsburg, Pa.; C. L. Pitcock, Crooksville China Co., Crooksville, O.; W. Malsch, Roessler Hasslacher Chemical Co., New York City; M. A. Gesner, Hammill & Gillespie, Inc., New York City; Howard R. Handy, O'Gorman Publishing Co., New York City; C. H. Walker, Homer Laughlin China Co., Newell, W. Va.; Thomas B. Anderson, Pope-Gosser China Co., Coshocton, O.; E. J. Borton, W. N. Van Horne & Co., Dayton, O.; W. E. Wells, Homer Laughlin China Co., Newell, W. Va.; George A. Bauer, Edwin Bennett Pottery Co., Baltimore, Md.; Malcolm W. Thompson, The Hall China Co., E. Liverpool, O.; J. W. Butler, U. S. Gypsum Co., Chicago; A. L. Sleeper, U. S. Gypsum Co., Zanesville, O.; J. P. Cowperthwaite, Maddock Pottery Co., Trenton, N. J.; D. William Scammell, Maddock Pottery Co., Trenton, N. J.; Lew H. Bown, Buffalo Pottery, Buffalo, N. Y.; Wheeler H. Bachman, Carr China Co., Grafton, W. Va.; Ray Y. Cliff, Saxon China Co., Sebring, O.; W. N. Van Horne, Cost Specialists, Dayton, O.; L. A. Kane, U. S. Gypsum Co., Chicago; H. L. Harris, Pacific Coast Borax Co., New York; Charles E. Golding, Golding-Keene Co., Keene, N. H.; Tim A. McNichol, T. A. McNichol China Co., E. Liverpool, O.; Charles Donley, U. S. Potters Assn., Pittsburgh, Pa.; Geo. C. Thompson, E. Liverpool, O.; A. G. Dale, Trenton, N. J.; R. H. Pass, Onondaga Pottery Co., Syracuse, N. Y.

No Cause for Pessimism, Says Credit Man

Although pessimism is encountered here and there, a careful review of credit facilities and of the production and distribution of commodities gives no occasion for fear, according to J. H. Tregoe, secretary-treasurer of the National Association of Credit Men.

In support of this belief, Mr. Tregoe calls attention to the narrowing of the spread between the price of farm products and the price of other commodities, the decrease of unemployment, the fact that construction is reaching high totals, the apparent upward swing of buying in railroad equipment, continued big car loadings, the high level of bank clearings and the satisfactory totals reported by mail order houses, department stores and chain stores.

Nonik Idea a Success

According to facts brought out at a recent interview, the application of the Nonik break-resisting principle to the manufacture and sale of fine table glassware has proved an unqualified success. "Two years ago," declared Richard Ratner, Treasurer of the Nonik Corporation, "our business was confined largely to the soda fountain, restaurant and hotel trade, where Nonik was already well known from coast to coast. Our first few lines of fine table glassware were something in the nature of an experiment to test out the possibilities of applying our unique, Nonik construction feature to this field.

"We backed up our belief in Nonik with some advertising in National Women's Magazines. The Nonik idea took hold instantly, and results have far exceeded even our own hope and expectations. For a long while our chief difficulty has been to get production adequate to fill our orders. We have interested ourselves in mills and are overcoming this difficulty as rapidly as possible. During the past year we have been advertising Nonik steadily in *Good Housekeeping* and *Women's Home Companion*, as well as in a large number of local newspapers. We plan to make a substantial increase in our advertising during 1924.

"There is every indication that we will do a very large business in the half-dozen carton unit which we have recently introduced. This carton is self-explanatory, self-advertising, and self-selling. It yields a good profit to the merchant and requires practically none of his time, and very little space. We believe that the average merchant could do twice as much glassware business if he would energetically merchandise his glassware department. It is our aim to help him do this.

"For the spring of 1924 we have added new lines to our extensive cut etched and colored decorations to satisfy both those who are willing to pay a high price, and those who want fine merchandise at a reasonable price. We control the entire output of our new factory, and this, in addition to our present sources of supply, will eliminate the possibility of delayed shipments such as occurred last year."

Philadelphia Unveils Statue of John Wanamaker

The statue of John Wanamaker, erected in City Hall Plaza, opposite the Wanamaker store, was unveiled Nov. 29. Hundreds of men, women and children stood in silent respect as the canvas was lifted to reveal the simple, impressive bronze figure. Edward C. Flemming, a Boy Scout, pulled the cord, and, led by Leopold Stokowsi, conductor of the Philadelphia Orchestra, the Police Band played "The Star-Spangled Banner."

A floral tribute was placed at the base of the pedestal by D. L. Anderson, one of the late Mr. Wanamaker's closest friends.

Senator Pepper, orator for the unveiling, recounted the principal facts of the great merchant's life. "The climax of the drama of his life," he concluded, "is the disclosure of the man himself here the strong, patriotic, far-seeing American citizen wearing his honors lightly and influencing all about him for good."

Mr. Anderson then read a letter from President Coolidge which said, in part:

"It is my recollection that this statue was made possible by reason of a general popular movement, in which thousands of people, largely Sunday school children, were the chief contributors. It is good to know of such a great movement to honor the life work and character of such a man as 'John Wanamaker, citizen.'"

Ex-Governor Edwin S. Stuart then read a letter which President Harding wrote, commending the movement to erect a statue to Mr. Wanamaker.

The speakers' platform faced the statue and the facade of City Hall behind it, festooned with the colors of the city and nation. On the platform sat members of the Wanamaker family, city officials and half a dozen Grand Army men of George Meade Post No. 1, of which Mr. Wanamaker was an associate member.

Richard Weglein, President of the City Council, E. T. Stotesbury, J. Massey Rhind, the sculptor of the statue, Mrs. Rhind and others occupied the box with Mayor Moore and the speakers.

Employes from the Wanamaker store mingled with befurred members of Philadelphia society to do honor to the man who, according to Mr. Pepper, "gave himself for this community."

The invocation was offered by the Rev. A. Gordon MacClennan, pastor of the Bethany Presbyterian Church, where John Wanamaker worshipped, and the benediction was pronounced by Dr. Floyd W. Tomkins of Holy Trinity.

N. R. D. G. A. Booklet Gives Christmas Shopping Ideas

"Christmas Merchandising Suggestions" is the title of a booklet which the National Retail Dry Goods Association has just brought out for its members. An introduction by Lew Hahn, managing director of the Association, asks, "How are you planning to make your store the real Christmas headquarters of your community?" and "How are you going to help your community do its Christmas shopping early?" "The suggestions contained in the bulletin," says Mr. Hahn, "are not spectacular or revolutionary; they may not even be new to you; but they are worth while, and in this form they will serve as a handy reminder." The subjects covered are decoration, wrapping, gift shops, holiday merchandise, and personnel. The text is by Miss Beatrice D. Sweetman.

Hudson Store Occupies New Addition

The J. L. Hudson Co., Detroit, Mich., has erected an addition twelve stories high, with basement and sub-basement. The addition closes a gap which formerly existed between the main store and the men's store. With the closing of this gap many departments have been moved and almost every department is somewhat enlarged.

CAUGHT IN THE NEWS NET

WORD has been received in this country of the death at his home at Golfe Juan, Alps Maritemes, France, of M. Sicard, eminent ceramist and a ling exponent of the art of decorating and reducing lustres. His work several years ago, with the S. A. ller Co., Zanesville, O., in the production of "Weller-ardo" art pottery, was a distinct contribution to erican art.

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ee Kohns after an association with the old firm of Straus & Sons since 1884 has retired. He had been anaging partner in the business for thirty years and widely known throughout the trade.

Lou" Carter, buyer for N. Snellenburg & Co., Phila-hia, spent Monday in New York making purchases ng the local wholesalers. He expects to leave Phila-hia on Saturday for a visit to Chicago and the ex-t at Grand Rapids. On January 24th, he is planning ail from Seattle for a visit to Japan, on the same with Charles Kaiser, manager of the import depart-t of Morimura Bros. Mr. Carter will stop off at the ibit in Pittsburgh en route to Seattle.

The many friends in the trade of A. Fred Tepe, eler for Hugh C. Edmiston, will greatly sympathize him, in the death of his wife, which occurred very lenly last Saturday following an operation. Mrs. e was in her thirty-fifth year. Funeral services were at her home 554 52nd St., Brooklyn, on Monday ning, and were attended by Mr. and Mrs. Edmiston Mr. Edmiston's son Hugh C., Jr., who is associated his father in the business, John Campbell bookkeeper the firm, Geo. Service, Fred Cuthbertson, Harry as and other friends in the business.

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enry Shirley and William E. Nye, road representa-; for Maddock & Miller both put in an appearance e concerns headquarters the first of the week after pleting trips over their territories.

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ack" French, traveler for John Davison, Inc., is back New York after a trip over territory that took him e coast.

. King Irwin is spending this week paying a visit to factory of the Economy Tumbler Co., Morgantown, Va., which he has just acquired for representation in New York market.

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ay Cooke left on Monday for a weeks visit to the factories he represents in and around Zanesville, O.

Frank M. Ransbottom, president of the American Clay Products Co., was a visitor in New York on Monday of this week consulting with Guy Cooke the concerns local agent.

R. Guy Cowan, head of the Cowan Pottery Studio, Rocky River, O., is a visitor in New York taking up special matters with H. Benedikt the factorys New York agent.

H. C. Kupper the well known importer who has been abroad for several months on a visit to the factories he represents in this country is a passenger aboard the Majestic due to arrive in New York next Tuesday.

Chas. A. Postley spent last week with several friends trying his skill at golf on the links at Atlantic City.

Reorganization of Straus China Firm

The partnership of Nathan Straus and Lee Kohns as owners of L. Straus & Sons, 42-46 Warren Street, and 116 Chambers Street, New York, has been dissolved, Mr. Kohns retiring.

The business has been incorporated under the style of Nathan Straus & Sons, Inc.

The new firm is owned principally by Mr. Straus and his son, Senator Nathan Straus, Jr. The officers of the new corporation are: President, Nathan Straus, Jr.; Secretary-Treasurer, Jacob M. Plaut.

An executive committee of the Board of Directors consisting of Senator Straus, Mr. Plaut, and Hermann Siegel, who has long been affiliated with the business, will conduct the active management of the concern.

In speaking to a representative of the CROCKERY AND GLASS JOURNAL regarding this reorganization, Senator Straus stated that it was the intention of the corporation to carry on Straus traditions which have been maintained for the last fifty seven years in the glass and china business, and that they intend to pursue an aggressive and up-to-date policy in every respect.

Cut Glass Manufacturers to Meet

A meeting of the National Association of Cut Glass Manufacturers is scheduled to be held at the Hotel Adelphia, Philadelphia, Pa., at 10 A. M., on Monday, December 10th.

An invitation to attend this meeting is extended to all cut glass manufacturers by G. Wm. Sell the president of the organization who hopes for a large attendance.

Many matters of importance and interest to the industry will be discussed at the meeting.

Irwin Occupies New Showrooms

Moving into more commodious quarters Thanksgiving week, D. King Irwin, New York representative for several leading china and glassware factories, has completed the arrangement of his nationally known lines in his new showroom. But a few doors removed from his former sample room, the new display quarters, in suite 315-317 on the third floor of the Fifth Avenue Building, have been attractively remodeled to afford buyers a more convenient and comprehensive selection of the lines Mr. Irwin represents. Entering one enters a large showroom, which is devoted to the display of glassware of the Paden City factory, displayed on mahogany wall fixtures and on mirror-topped tables. In an adjoining room is displayed the dinnerware lines of the National China Co. and the extensive line of the Economy Glass Co. Back of this is a separate display of hotel ware manufactured by the Iroquois China Co. and in the rear is the private and executive office. With a particularly good layout, and with ample room available for showroom purposes, Mr. Irwin now has greatly improved facilities for handling his rapidly growing business.

Date Set for Salesmen's Banquet

At a meeting of the Banquet Committee of the Pottery, Glass and Brass Salesmen's Association, called by Chairman John J. Hines last Friday, it was decided to hold the affair on Monday evening, February 11th, at the Hotel Astor. A vaudeville entertainment will take the place of the usual speech making.

OBITUARY

Clarence Northwood

News of the death on Tuesday, at his home in Cincinnati, of Clarence Northwood, son of the late Harry Northwood, head of the H. Northwood Co., Wheeling, W. Va., was received the same day, at the office of Chas. J. Dela Croix, New York representative for the Northwood factory. Mr. Northwood traveled from Ohio south for the company and was well known and well liked in the trade. He was operated on recently for appendicitis and following the operation he developed pneumonia from which he died. He was about thirty-eight years old. A wife, his mother and sister survive him.

John L. Pasmantier Honored by Employees

Just before one o'clock, the closing hour last Saturday afternoon, a committee representing the employees of John L. Pasmantier & Sons, 5 West 20th St., wholesalers of dinnerware and pottery specialties, appeared in the private office of Mr. Pasmantier and extended an invitation to himself and his sons, David and Mac, to come to the rest room on the third floor of the establishment.

Upon entering, they found the room beautifully dec rated in flags, banners, streamers and flowers, with a lar table in the center of the room ladened with all so of goodies to tickle the appetite.

Mr. Pasmantier was escorted to the seat of honor the head of the table and when all were seated the pla superintendent made a very graceful address in whi he welcomed Mr. Pasmantier and his sons to the e ployees surprise party, given in honor of the first an versary of the firm, in their new quarters. He al voiced the deep appreciation of the employees for t firm's considerate treatment and devotion to their welfa saying that each and every one of them realized that th continually had their interest at heart and were endeavo ing to make their tasks easier by improving their su roundings and adding every possible comfort for the

In responding, Mr. Pasmantier said that he felt l efforts in their behalf, had been repaid ten fold, with th surprise party alone. He said that his constant thoug was, not alone for his personal advancement, but for t advancement of every employee in the business. He e pressed the hope that the same fine spirit of co-operati that now existed would always be maintained, saying would ever strive to give his employees the greatest co sideration realizing the important part they played in t success of his business. In conclusion Mr. Pasmanti said, the old saying that life consisted not in what have, but in what we are, is as true as the practice making life consist, of not what we are, but what have in common.

Following Mr. Pasmantier's address which was round applauded, he was presented with a handsome solid silv loving cup by the employees.

Other addresses and congratulations were followed singing and dancing in which everyone joined, until a l hour in the evening.

Buyers in New York

December 3rd, 1923

L. J. Wagner, toys, R. Evans, housefurnishings, E. A. Kenne lamps, C. B. Sharpe, glassware, J. N. Adam Co., Buffalo, N. 16 West 39th Street.

December 4th, 1923

G. H. Guest, housefurnishings, Jordan-Marsh Co., Boston, Ma 432 Fourth Ave.

December 5th, 1923

W. W. Taylor, housefurnishings, D. M. Read Co., Bridgepo Conn., 315 4th Ave. (D. G. Alliance).

B. W. Kramer, housefurnishings and kitchen ware, Lansbur & Bro., Washington, D. C., 115 West 30th Street (Weill & Ha mann).

Miss Woodruff, gifts, Hischild Kohn & Co., Baltimore, Md., 5th Ave. (F. Atkins).

Business Briefs

Sellers Gift & Toy Store has been opened at 708 Ida St., Boise, Ida.



One of our new patterns—a pleasing design in subdued neutral colors, together with being moderately priced have made it a successful seller wherever offered.

H&C. SELB BAVARIA

Being made by

Heinrich & Co.

Is an Assurance of Quality

H&C. SELB BAVARIA

William G. Mueller, Inc.

Sole Agents

49-51 West 23rd St. **New York**

Entire Fifth Floor



Our New Georgian Shape—"Luxor" Decoration.

The

Mercer Pottery Company

Trenton :: New Jersey

Beg to Announce

The completion of a large extension to their decorated dinnerware department, enabling them to almost double their output of this class of merchandise.

The first factory to manufacture thin semi-porcelain dinnerware in the United States—the foremost ever since.



WHAT THE POTTERIES ARE DOING



THIS week is the anniversary of the settlement of the general strike in the generalware industry, which began Oct. 1 and continued about 70 days last year. While there may have been slight differences of opinion between manufacturers and employes here and there during 1923, there was nothing of a serious nature that would cause prolonged suspension of production—even for a week.

The result of this steady run is reflected in the remarkable heavy shipping record, which the year has produced. Likewise demand. At no time since the plants resumed operation December last, have the manufacturers been able to keep apace with orders. Throughout the year the different plants in this immediate district have always been from two to three months behind in shipping, and in a few instances for a longer period.

Happily, however, nothing was left undone during the last year by the manufacturers to obtain peak production, and supply merchandise in as heavy volume as possible. Buyers have been active in the market throughout the year, and as early as the beginning of the third quarter, began to specify merchandise for first quarter delivery in 1924.

The Sterling China Co., Wellsville, has added an additional kiln to its plant, and it was fired for the first time last week. An addition has been made to the glost wareroom, and all told the production of this plant has been increased one-third. A special line of vitreous hotel and restaurant ware is featured at this plant.

According to reports reaching here from the east, a new concern is being formed by certain New York interests for the purpose of manufacturing china dinnerware of an exceptionally high grade, and should plans mature, the company will be the second of its character to enter this field in the United States. It is currently reported, also, that Rochester, N. Y., capital will be interested in this new venture.

During the annual convention of the United Daughters of the Confederacy, held recently at Washington, D. C., Mrs. Calvin Coolidge was presented by Mrs. G. B. Gill, of Little Rock, Ark., with a Niloak art pottery vase—declared to be the largest vase ever made in the United States, and later President Coolidge was presented with an eleven-piece smoking set, made by the Niloak Company, by ex-Governor Braugh, in charge of the traveling Arkansas Exposition car.

At the Pittsburgh Exposition next month, the Niloak line will be displayed by W. R. Renouf. Three new lines have been added for 1924 by this firm. One line, a clear white body, has been designed for hand decorating purposes.

C. T. Hyten, president of the Niloak company is spending a season in the eastern territory, giving displays in the May Stores, Cleveland, then following with a display in the Wanamaker store, New York, and also in the Wanamaker store in Philadelphia. At the close of the Philadelphia stand, the working exhibit will be moved to Famous Barr store in St. Louis.

F. I. Simmers has returned to the Hall China Co.'s offices following a fortnight spent in the New York market. A brief visit to the Chicago, Ill., district will close his traveling for the year.

At the last meeting of the Western Standing Committee, composed of representatives of the United States Potters' Association and the National Brotherhood of Operative Potters, a number of agreements were made a matter of record, having to do with the making prices of a number of items from different plants.

Two new border and one medallion pattern have been added to the line of the Carrollton Pottery Co., Carrollton, O., that will be shown for the first time during the January display in the Ft. Pitt Hotel. The Carrollton company is rounding out one of the most active years in its career, so far as shipping is concerned, its production being exceptionally active since the plant resumed last December. The Pittsburgh exhibit will as usual be in charge of George B. Fowler, sales manager for the company, and H. K. Connor, eastern representative.

Mail orders with all plants in the generalware line are active, and in practically every instance, business for first quarter delivery in 1924 is being specified. A number of wires are being received urging quick shipment of some merchandise having December forwarding, and the bulk of these goods are of course wanted for the holiday trade. Every factory manager is urging all possible production in every department, and this rule has held good throughout the last eleven months.

Following a week spent in the Cleveland and Toledo markets, J. W. Mackey, sales manager for the Smith Phillips China Co., returned to his desk last Saturday.

A leading feature of the dinnerware line of the West End Pottery Co., for 1924 will be their exclusive "Swastika" border pattern that is to be shown on their "Seneca" plain shape. Five other newborders are included in the offerings for the coming year, but the former is by a

ds one of the most attractive of all patterns offered in is line. The entire West End line will be shown in om 724 at the Ft. Pitt in January, this being a new d larger display space than the company has had here-iore. No. 724 is the room occupied by Alex Frazier of e Beaver Valley Glass Co., from 1916 until last year.

On account of a conflict frequently arising in the dis-bution of mails, the name of the T. A. McNicol Pot-y Co., has been changed officially by the Secretary of ate of Ohio to that of the T. A. McNicol China Co., East Liverpool. Official announcement of this change is made this week by Mr. McNicol, following the re-rding of the corporate name with the authorities at olumbus.

Kresge Shares May Be Split

Directors of the S. S. Kresge Company are contemplat-g splitting up the company's capital stock by issuing ten ares of new stock for each share now outstanding, ac-rding to reports in the financial district.

German Toys Dominate Market

German toys for American children and American dol-banknotes for German children will be the Christmas gue for 1923, according to facts and figures. This year's pment of German toys into this country exceeds in vol-ie and value the pre-war coinsignments, when Germany s the recognized toy shop of the world. Shipping men port that nearly every vessel arriving from German ports s carried German Christmas toys as an important part its cargo.

To pay the American toy bill, bankers said that Ger-n manufacturers no longer desired paper marks. Last ar American buyers went into the foreign exchange rket and bought paper marks for the German manu-cturers. This year, German manufacturers are asking their pay in American dollars or in merchandise. ie same procedure, it was said, is being followed with gland and Holland, which are toy buyers, and by ceiving pay in the terms of currency of the buying ntries, German manufacturers are building up re-ves outside of Germany.

German manufacturers' wage and material bills, on other hand, are being paid partly in paper marks. t recently, German workmen have demanded their y in terms of other currencies, the American dollar ferred, and as a result the German paper mark has ffered practical repudiation. Marks yesterday were ling nominally at four trillion to the dollar, against 00 for the dollar a year ago.

Despite the collapse of the currency, Germany has built its toy business to imposing totals. Figures furnished the United States Department of Commerce showed t Germany began to manufacture toys immediately er the armistice. From Nov. 11 to the end of the ristmas season, Germany shipped into the United States toys valued at $68,233. In the next three years this figure was increased to $451,286 in 1919, to $1,051,-367 in 1920, to $1,098,008 in 1921, which was a year of business depression in this country. The final figures for 1922 have not yet been compiled.

Tariff schedules have not checked the German toy in-vasion. Another boon to the German toy industry came from the Japanese earthquake. During and following the World War, Japan stepped forward rapidly as a manufacturer of American Christmas presents, particu-larly of dolls. In 1920 the Japanese had a considerable edge on German manufacturers in the competition for American trade, and in 1921 the two nations were re-ported to be fairly nearly equal . Since then Germany has forged ahead, particularly this year.

Figures showing the importation of Christmas toys of all nations add evidence of the return to pre-war trade. In 1913, total Christmas toy imports amounted to $13,000,000. This figure fell off during the war to $1,000,000 in 1918, thence jumped back to $6,000,000 in 1920, and to $10,000,000 in 1921. The 1922 and 1923 figures, it was said yesterday, would show further in-creases.

Canadian Imports

Imports of china tableware into Canada for the year 1921 were valued at $3,650,226 and for the year 1922, $3,094,798.

SOY KEE & CO.

Chinese Importers of

Gold Medallion Dinnerware

Also

Blue and White Canton China, Nankin and Chop Suey China, Tea Sets, Porcelains, Etc.

We import direct and have a complete stock of the famous gold medallion and Blue and White Canton.

Write for Price List



Gold Medallion Dinnerware

7-9 Mott St. *Chinatown* New York

Up Town Salesroom—1263 Broadway

SOHO POTTERY LTD.

ELDER WORKS
COBRIDGE
ENGLAND

Manufacturers of

Finest Quality Semi Porcelain

in

White Prints Enamels Lithos

Mazarine Blue Band and Gilt
Dinner and Teaware
Toilet and Trinketware
Kitchen and Domestic Goods
Hotel Wares of every description

Whose goods have sold for many years throughout the U. S. A.

ARE DESIROUS

of appointing Agents to handle their goods in the States, and would be glad to hear from anyone interested.

Only "Live" and well connected firms need write.



GLASS FACTORY ACTIVITIES



GLASS manufacturers are now giving considerable attention to the preparation of their exhibit for the Pottery and Glass Exposition at the Ft. Pitt otel in January, the oldest display of the kind in the nited States. Time was when the glass manufacturers me into the local market twice annually with new lines, d then finally it was agreed that the display should be ld only once annually, and that in January. Back in ose old days there were more glass factories in the ttbsurgh district than now—cheap natural gas attract- g many manufacturers to remove from the district and ate either in West Virginia, Ohio or Indiana.

It has not been so many years ago when the first line domestic pottery was made by William C. Lynch, sales nager for the Taylor, Smith & Taylor Pottery Co. hen the Steubenville Pottery Co., opened at the Monon- hela House one January, and the addition of other lines the big show is but of rather recent history.

When the official list of room reservations is announced, is very probable that a number of changes in location firms will be noted. Bryce Bros. Co., the Co-Opera- e Flint Glass Co., and the Westmoreland Specialty Co., ll be found on the first floor as usual, but on the per floors is where the possible changes of location will noted. This is because of the elimination this year of nufacturers agencies, all space being reserved for nufacturers.

One innovation the visiting trade will note during the nuary season is the permanent sample room of the nited States Glass Co., in the Jackson Building, Liberty e., almost opposite Tenth St., which is also the location the George West Decorating Co., and affiliated lines. longer will it be necessary for buyers to travel to the ces of the "States" on the Southside to inspect samples, ess other business requires them to make the journey. is permanent glass and pottery exhibit is already at- cting a number of nearby town buyers to the market, o never came here for that purpose before.

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udging from present indications, the William Penn tel will have a buyers exhibition all of its own in Janu- , and it is in this house where the agencies will dis- y their lines, also the specialty salesmen. Inasmuch the Ft. Pitt display next month will be confined to nufacturers only, the Penn will be the headquarters for other lines.

Secretary-treasurer Watson W. Lang, of the Western ss & Pottery Association will probably mail to the mbership within the next week ballots for the election officers for the forthcoming fiscal year, and also prop- ions to change the constitution, which if adopted, will permit the enrollment of women as members. The contention has been advanced that inasmuch as so many women are now in charge of china and glass depart- ments, they should not be excluded from membership. From expressions heard in this district, the change in the constitution is favored.

Another glass factory is being proposed for the Cum- berland, Md., district. With this end in view, a commu- nity meeting was held at Cumberland a few days ago, which was attended by city officials and members of the Cumberland Chamber of Commerce.

The entire line of blown ware and other specials of the Davies Glass & Mfg. Co., of Martins Ferry, O., will be displayed at the Ft. Pitt in January—this being the first exhibit of this firm. The company began operations early in the year—but too late to make an exhibit last January.

The former plant of the Coshocton, (O.) Glass Co., has been changed to that of the Coshocton Glass Corpo- ration. The plant is now under the management of Philip Eling, and will be ready for operation at an early date.

At a stockholders meeting of the New National Glass & Lens Co., Lancaster, O., the following officers were elected: President, Charles Hutchinson; vice-president, J. L. Graham; secretary, Fred Von Stein; treasurer, J. L. Graham. Mr. Von Stein has been associated with the glass industry in the Lancaster district for many years, and had been in charge of displays at the annual Pitts- burgh show for many years.

The Lewis County Glass Co., has been formed at Wes- ton, W. Va., with a capital stock of $25,000. The con- cern was formed through the efforts of William Web- ber and Ray C. Lorentz. It is said the company will make a general line of ware.

According to reports heard here this week, plans are being worked out at Sharon, Pa., for the locating of a small glass factory there. It is said that interests from York, Pa., are interested in securing a location for a plant in the Sharon district.

Production in the plant of the Paramount Glass Co., Star City, W. Va., was suspended for a few days re- cently on account of some shop differences A represen- tative of the American Flint Glassworkers Union was called into conference with the firm. The company man- ufacturers a genera line of tableware and other special- ties.

BOSTON NEWS NOTES

By

RICHARD D. GRANT, REPRESENTATIVE

BOSTON OFFICE
5
IDLEWILD STREET
ALLSTON
MASSACHUSETTS

A PRIZE of $100 for the best design or crest suitable for use on their crockery, silverware and glass service submitted before January 1, is offered by the Boston Chamber of Commerce according to an announcement made this week. The competition is open to everyone. The design to be selected will not entirely take the place of the present seal of the chamber. It has been found during the preparations for furnishing the club quarters in the new Chamber of Commerce building, that the present seal offers too great a multiplicity of detail to make it available for reduction in size for the use specified above. It is particularly desired to secure a design appropriate to Boston and to the idea of industry and commerce. Suitability to reproduction in various sizes is an important consideration. Each design is to be marked with an assumed name or symbol. The artist's real name is to be placed in a sealed envelope accompanying the drawings and similarly marked as a means of insuring impartiality in judging the drawings submitted.

This contest is an indication of the interest which the Boston Chamber of Commerce is taking in its campaign to build Boston and New England in general into a great distributing and manufacturing centre. Such public-spirited men as those who make up our chamber of commerce are not to be found in every community and when such a city as Boston is so fortunate as to possess them it should lose no opportunity to show its co-operation. Nearly every branch of industry hereabouts has its own peculiar trade association. Among the others the crockery and glass trade is conspicuous by its absence. Many New Englanders are members of the New York organization but this does not help to build up home trade in the least. What we need here is a New England Buyers' Association, made up of New England men, devoted to the furtherance of better trade conditions in the crockery and glass field in New England. Steps are being taken with this end in view at the present moment. All that is needed is the right kind of co-operation from those whose bread and butter depends upon local market conditions to make it a complete success. We expect to be able to announce in the JOURNAL within a short time, a definite set of plans for the realization of this idea. In the meantime, any suggestion in this direction will be welcomed by the writer.

Lacquered lions, silks and other Oriental merchandise are part of the stock with which the Vantine Gift Shop opened last Monday at Hovey's on Summer St. The unusual, the old, and the rare, from China, Japan and Turkey can thus be found in Boston and at a moderate price. Vantine's is a national institution with headquarters in New York City and $100,0000 worth of merchandise has been brought here for Boston customers. Jades, bronzes, porcelain bowls and embroideries are for sale on the fourth floor of Hovey's where a section of the store has been set aside and decorated in Oriental fashion. This valuable collection has been brought over the road in trucks with armed guards to prevent theft. A special managerial force from New York is included in the venture, for the Vantine Gift Shop is an entirely separate concern from Hovey's and is merely using the hospitality of the Boston shop. From New York come a special advertising manager, a decorator to give advice to those whom the problems of house decorating confuse and Vantine's own salesmen. People who hitherto have had to go beyond Boston to buy unusual Oriental articles may now buy them here and in spite of the tradition attached to these curios, the prices are most reasonable.

Frederick E. Maguire, son of "Tom" Maguire of Louis Wolf & Sons, of Boston, and Miss Katherine A. Cosgrove, daughter of Mr. and Mrs. Mark F. Cosgrove of Worcester were married on Tuesday of last week. The wedding took place in the Immaculate Conception Church in the latter city. After a trip to Bermuda, Mr. and Mrs. Maguire will make their home in Worcester. This is the second contract Fred has signed within the past few weeks, the other being to play second base next summer with the New York Giants.

J. H. Withington, salesmanager for the Wickwire Spencer Steel Corp., with offices in New York City, spent two days in Boston last week going over business prospects with his local representatives, Chase & Francis.

Chase & Francis are offering a most attractive twenty-three piece lustre tea set shown in six colors: mother-of-pearl, pink, lavender, green, blue and yellow, with black handles and black tracings. These are made by the D. E. Nicol Pottery Co., East Liverpool, O.

"Bob" Smith, buyer for G. Robinson Co., Laconia, N. H., was in Boston last week picking out a few items for his holiday assortment. He was accompanied by Mrs. Smith.

Under the direction of the North Bennet Street Industrial School, a new salesroom, called "The Industrial Arts Shop" has been opened at 64 Charles St., at the corner of Mount Vernon St. for the sale of glassware, china, pottery, homespuns, embroidery and articles of leather and metal, many of which were made at the

(*Continued on page* 39)

"Specials" in Lamps and Shades

Innovations of Outstanding Merit for Buyers of Lamps, Shades and Their Accessories

By Beatrice Miller Wisner

Artistic Soy Kee Lamp and Shade

There is something especially refreshing in the color combination of blue and white, and no country has done more justice to this type of popular decorative effect than China. How convincing has this delightful color been applied to lamp bases is herewith demonstrated in the exceedingly harmonious blue and white lamp and shade illustrated, from Soy Kee & Co., Chinese Importers, 7 and 9 Mott Street, with salesrooms at 1263 Broadway. The excellent Chinese blue porcelain base is embellished with the traditional Hawthorn floral pattern in graceful entwining branches and flowers, the shade excellently proportioned shows the same oriental design used on the base. Heavy silk fringe trimming, which elaborates the edge of the shade makes a pleasing addition to this original and characteristic model. In bringing East to West there is nothing more decorative than a lamp of this design, carrying out the native spirit in every detail, in truthful and masterful modeling of both lamp base and shade. To what extent products from the Orient have awakened Americans, is being fully realized with the large demand for Far Eastern wares, and the popular favor is still growing in every community. Soy Kee & Co. is showing some of the finest importations from China; Lamps, Porcelains and numerous small gifts suitable for every season. A most unusual assemblage of late arrivals at their showrooms is interesting lovers of Chinese goods.



Blue Porcelain Mount from Soy Kee & Co., Hawthorne Decoration Carried Out as Decorative Motif on Both Base and Silk Shade.

Pleasing Lighting Glassware

Nothing is more inartistic than a glaring or inharmonious lighting effect, and for this reason lighting glassware should be selected which will avoid too brilliant or dazzling ones, or be discordant with room fittings. The splendid lighting glassware, manufactured by the Phoenix Glass Co., Pittsburgh, Pa., with New York showrooms at 230 Fifth Avenue, has accomplished the essential features in perfect lighting glass, using their white diffusing glass as a basis for all shades and enclosing units. The Etched Embossed Adam, has the designs in soft shades of brown, standing out in excellent relief against the white mat background of the glass, while the Engraved Adam Etched, the background and not the design is toned in brown. This is very effective where a subdued light is desired. The Embossed Magnolia Etched and Engraved Magnolia Etched, has no applied color, the design shows up in a very soft gray, extremely pleasing when lighted. In the Light Etched, soft colors are used as a background, with the design in the white color of the glass. The Decorated, exhibits many designs and colors—floral, banded and wreath decorations, making a most satisfactory color scheme for light and airy rooms. The Clear Cut Crystal gives perhaps, a more pronounced illumination, yet it diffuses a well shaded and soft light. This type of glass is particularly fitting where brilliancy is necessary to enliven dull interior furnishings. A catalog describing in detail, shapes, styles and decorations of the various units, is put out by the concern.

Novel Tinsel Lamp Shade Trimmings

With the artistic development of Lamp Shades where striking effects are required, there is no more satisfactory element to enhance their beauty than the addition of decorative trimmings. M. J. Frank & Co., Inc., Importers, 16 West 39th Street, are offering a most dependable and altogether beautiful assemblage of Tinsels, Galloons, Braids, Fringes, Tassels, Flower Trimmings and Art Novelties for Lamp Shades. How well these elegant trimmings have added to the effectiveness and allurement of the present fashion of Lamp Shades, is exemplified in the great demand for these excellent Tinsels, which have created widespread popularity through quality, durability and right price.

Japanese Silks in Delightful Colors

The adaptability of Japanese Silks in the making of Lamp Shades has been demonstrated in the exceedingly artistic arrangement in the development of many styles of shades. The Nippon Silk Importing Company, 257 Fourth Avenue, is showing a full stock of Japanese Silks in all the popular colors, which are being so lavishly used.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

LAST Saturday, Dec. 1, marked the real beginning of the Christmas rush on State St. The big department stores have made elaborate preparations for this year's holiday trade. Toy departments have been given bigger space than ever before, and next to this comes the gift, china, glass, art and jewelry departments. Friday was a school holiday, and Chicago's busy loop was swarmed with kiddies, all down to tell Santa what they would like for Christmas. Most of them were unable to get close enough to the various "Santas" to even get a glimpse of him, so dense were the crowds. Mandel Brothers have moved many items of glassware and pottery to the first floor and are heavily advertising the First Floor Gift Shop. In addition to this the store is pushing their regular sixth floor china and glass sections, advertising unusual values in 66 piece dinner sets for $29.50, and the famous Almco lamps at $26 to $100. Colored glassware is on display in great quantities in all stores. The popularity of the colored items in glass has shown no signs of waning during the entire year, and the buyers are confident that next year will sustain the popularity of this ware. Judging from the thousands of shoppers who filled the big stores on last Saturday, the season should be a most profitable one for the glass and china departments.

Venetian Glass Creations, of unusual charm and beauty were advertised extensively last week by Marshal Field & Co. and Burley & Co. Table sets, Perfume Bottle, flowers, vases and center pieces were included in the array of artistically fashioned and delicately colored ware.

The Crown Cut Glass Co., operating three cut glass stores in Chicago and a glass cutting factory at Clark and Cornelia Sts., will move into a new factory early next year. The location of their new factory will be 3479-81-83 N. Clark St., where a retail store will be operated in conjunction. Mr. Swanson, head of the concern says the new plant will give them double their present production and storage capacity. The Crown Cut Glass line will be shown at the Chicago Exhibit in February at the Congress Hotel.

Walter G. Minnemeyer, representing the Hocking Glass Co. interests in Chicago, is recovering from a railroad accident which occurred recently while he was traveling in Tennessee. Mr. Minnemeyer suffered several torn legiments in his left leg and is still obliged to use crutch and cane when moving about. However, he manages to get to and from his office each day.

John S. Ward, with offices and display rooms in the Heyworth Bldg., is making a holiday special of decorated bread boards with knives to match. Always an acceptable gift, buyers will find these bread boards well made and neatly decorated, and made to retail around $2.00.

The American Furniture Mart at Lake Shore Drive and Huron St., to be the largest building in the world, is now nearing completion. Construction of the superstructure is already completed to the eighth floor and the tile work is well under way. This building will be sixteen stories when completed and will contain 35 acres of furniture, lamp, china and art goods displays and 1,250,000 square feet of floor space. The building is being erected at a cost of $10,000,000 and will make Chicago the leading furniture center of the country. It is expected that the new building will draw thousands of merchants to Chicago and will doubtless tend to increase the business of the local representatives of potteries and glass factories.

The Aurora Chicago department Store has been incorporated with a capital stock of $60,000. The company has been organized with offices at 8 N. Broadway, Aurora, Ill., for the purpose of conducting a general department store business. Those interested in the concern are Louis Benjamine, Joseph Kenis and Bernard J. Brown.

The Hartman Furniture & Carpet Co., large popular price home furnishing retail company, will erect a twelve story building at the corner of Wabash and Adams Sts., at a cost of $1,000,000. A strictly modern store will be operated on the lower floors of the building with office space above.

Harry Dalzell, manager of the Chicago office of the Fostoria Glass Co., accompanied by the other salesmen who cover the middlewest territory for that company, left last week for the factory where the annual conference of officials and salesmen will be held this week.

The Lincoln Home Furnishing Co., 4709 Lincoln Ave., Chicago, was incorporated last week for $100,000. The company will deal in house furnishings of all kinds. The owners are R. B. Hoffman, Adolph S. Klimesch and F. W. Janson.

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



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17 N. Wabash Ave.

Buyers are urged to inspect these lines

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Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

KELLY & REASNER
Representing McKee Glass Co.; Eagle Mfg. Co.; Indiana Glass Co.; Lippincott Glass Co.; N. Northwood Co.; Mound City Glass Co.; D. C. Jenkins Glass Co., and Geo. R. West & Sons.

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Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

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Direct Representative Lamps, Shades, Dinnerware, Glassware, Aluminum, Baskets, Nickel, Copper, Silverware, etc.

LEWIS H. SIMPSON & CO.
Representing Athens Glass Co., Fenton Art Glass Co., Huntington Tumbler Co., New Martinsville Glass Mfg. Co., and H. R. Wyllie China Co.

Note—Concerns wishing to secure space in this building for display purposes should apply to

ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street



Visit the Palmer House

Albright China Co., Room 25
Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,
Phone, Dearborn 4700

Potters Co-operative Co., Room 684
Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.

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1535-37 S. State Street
Phone Calumet 0876
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OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

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Wood Art Co.
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Haven Co.
Shepherd Co.
Burke Studios
Phone Central 1606

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GLASSWARE
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Economy Tumbler Co.
Marion Glass Mfg. Co.
The Earl W. Newton Co.

DINNERWARE
Hopewell China Corporation

HOUSE FURNISHINGS
Sauquoit Toilet Paper Co.
Kewaskum Aluminum Co.
Schlueter Mfg. Co.
American Woodenware Co.
Acme Rubber Mfg. Co.
Phone Central 3236

9 N-WABASH AVE

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Importers and Decorators of
ENCRUSTED DINNERWARE, LUSTRE WARE AND ALL GOLD CHINA
223 So. Wabash Ave.
Phone Har. 2214

THE SEBRING POTTERY CO.

Mr. W. L. Gerald
4523 Racine Ave.
Chicago, Ill.
Phone: Edgewater 2380
Display Room, 1319 So. Michigan Ave.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

HELP WANTED

REPRESENTATIVES WANTED. Manufacturer of a good selling line of Wrought Iron Novelties, wants representatives calling on Lamps, Housefurnishings, China and Gift Shop trade. Men that can secure big business only. Write advising experience, lines handling, territory covering. Box 289, care CROCKERY AND GLASS JOURNAL.

SALESMAN wanted for china, silverware and kitchen equipment for clubs and institutions to take in conjunction with other line. Must be experienced in the trade. Box 394, care of CROCKERY AND GLASS JOURNAL.

SALESMAN for the New England States, with a thorough knowledge of the China and Earthenware Line, having road experience. One that can secure large trade on import from stock in packages and open. Attractive proposition to one who can produce results. State experience and territory covered, with references. Communications held strictly confidential. Fisher, Bruce & Co., Philadelphia, Pa.

SITUATION WANTED

SITUATION WANTED. The services of an experienced lamp manufacturer will be available about January 1st. The advertiser has been superintendent of one of the largest metal lamp factories in the country and is thoroughly familiar with production problems. If you need such a man write Box A, CROCKERY AND GLASS JOURNAL, 312 South Clark Street, Chicago.

AGENTS WANTED

ON account of increased production of decorated dinner ware, The Mercer Pottery Co., Trenton, New Jersey, are about to appoint agents west of Mississippi. We are anxious to consider those equipped with an adequate selling force and good display quarters.

LINES WANTED

WANTED on commission, by party who covers all large cities West and South, a line of hotel and restaurant tumblers or any other items to sell hotel and restaurant trade. I sell to supply houses only. Address Box 396, care of CROCKERY AND GLASS JOURNAL.

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MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

Interpretation of Statistics.

Not every one can get the meaning from a statistical statement, even though it be simple, says *Commerce Reports*. There are two unfortunate attitudes in reading statistics. First, there is the aversion to dry, uninteresting figures which is sometimes shown by persons who do not understand the significance of measuring business movements. Equally common, however, is the person who relies blindly on printed figures without a proper understanding of the purpose for which statistics may be compiled.

The Glass Industry in France

The strike and wage question still continues troublesome here, says *Le Verre*, but, fortunately, seems to be approaching a satisfactory conclusion at last. In many districts satisfactory advances have been made in wages, whilst in others the strikes still continue, workers refusing to accept the offers made. In white glass, the number of works has been increased since the war, and there are now 133 establishments, of which forty-one make table-ware, eight glass for lighting purposes, two optical glass, eighty bottles, flasks, etc. There is a scarcity of good hand-labor, as the increase in the number of hands has not kept pace with the growth of the industry, and foreign glass hands are now being employed. The manufacture of glass for lighting purposes is steadily increasing, but the production is still insufficient to cover the demand. There has been no variation in the number of bottle factories, but the increasing number of bottle works in Belgium and Spain, in which St. Gobain is interested, is now causing increased emigration on the part of French glass hands. The keen competition between producers in the Southeast and in the North still continues as before the war.

A characteristic feature of the situation is the steady increase of machinery (Boucher type) in the French bottle industry, and another machine of this type has now been put up at the V. O.d'Albi and at the Verreries de Carnaux's new works at Bordeaux. The Champagne district glass industry is prospering; the works at Rheims and Courcy are now producing assorted sizes. In window glass only one new establishment is reported since the war, viz., the "Verrerie du Centre," at Montluçon. Belgium favored by economic agreements, is hampering the development of the national industry. French window-glass producers should look for outlets abroad. The Fourcault machine is about to be installed at Aniche (Nord), at Verton (Brittany), and other works, Basins are also being constructed for mechanical manufacture by the Libbey-Owens process. Since the war Chalon has been using the process of the American Window Glass Co. In the North, Belotte's have started up a large furnace for the manufacture of special glasses; the production is 6,000 sq m. daily. This apparatus is also equipped for the manufacture of window glass.

Business Briefs

W. F. Graham, Perry, Ia., has sold his interest in the Graham-Hylbak store to E. E. Arnold.

E. J. Lavino & Co.'s

CAUCASIAN MANGANESE DIOXIDE

Pea size—Pinhead size—Powdered

B. F. DRAKENFELD & CO. INC.

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50 MURRAY STREET NEW YORK

The Roessler & Hasslacher Chemical Company NEW YORK

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Pottery, Glass, Enameled Ware, Tile, Clay Products

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Do You Want to Own a Business?

W. J. ALEXANDER'S CHINA DEPOT

at Troy, N. Y., will be sold

ESTABLISHED 40 years ago—the oldest business of its kind in Northern New York, well located on the principal business street, in the center of the business section, carrying full lines of china, cut-glass, house furnishings, and toys, dolls and games.

Reason for selling is the sudden death recently of F. W. Alexander, son of the founder, who has been manager for the past 14 years. Address your inquiry to Mrs. Frances J. Alexander, 1937 Fifth Ave., Troy, New York.

LIMOGES CHINA



THE LIMOGES CHINA CO., SEBRING, O.

New York Representative

E. V. Weiss, 874 Broadway, corner 18th Street

Telephone: Stuyvesant 6667

Boston News Notes

(*Continued from page* 34)

school building in the North End of Boston. The school has a plant for providing Italians and other residents of the neighborhood with instruction in the industrial art.

R. H. Stearns Co. is offering for the holiday season an attractive display of gift shop articles, glass, china, bric-a-brac and candles. In the glassware department are to be found a variety of table glass in etched and rock crystal, and colored stemware. Also a fine exhibit of fancy glass from Venice, Czecho-Slovakia, France, England and domestic manufacturers. There is Steuben glass in quantity as well as quality and pieces with rich designs in silver deposit. In the china stock are rich service plates, etc., from Mintons, Cauldon, Copeland, Wedgwood, Doulton, Lenox and the best French makers. Brittany, Gouda, Swiss and Roseville pottery feature the bric-a-brac line.

Business Briefs

J. W. Auxford's general store, Tuscaloosa, Ala., has been destroyed by fire. Loss $23,000, about half covered by insurance.

Harry L. Strobel has acquired control of the For-Get-Me-Not Gift Shop, 1069 Main St., Wheeling, W. Va.

The Michlosky Lamp & Gift Shop, has been opened at 84 So. Main St., Wilkes Barre, Pa.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *73 Barclay St.*
"The Dinnerware House of America."

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND SPODE CHINA AGENCY, *43 West 23rd St.*
Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *135 Fifth Ave.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, *39-41 West 23d St.*
Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., *105-107 East 164th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



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for the
Pottery Glass China Metal Goods and Housewares Trades

M. ROSENBAUM & SONS, *32 Union Square*
Bavarian China Ware. Representing M. Rosenbaum & Sons, Bavaria.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., J. H. Weatherby & Sons, Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Value and Watcombe Pottery.

L. STRAUS & SONS, *42, 44, 46 Warren and 116 Chambers Sts.*
Importers and Manufacturers.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Successors to Takito, Ogawa & Co. and the Tajimi Co. Japanese and Chinese Goods. Catalogues upon application. Tel.—Stuyvesant 3823. Chicago Office, 327 West Madison St.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, *65 Barclay St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Cox & Company, Representatives, 120 Fifth Ave.*
"The House of New Ideas." Cameo Etchings and Encrusted Coin Gold.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., *Fredk. Skelton, Representative, 200 Fifth Ave.*
Colored and Iridescent Glassware.

ECONOMY TUMBLER CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *224 Fifth Ave.*
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. T. W. Hamilton, Representative, 139 Fifth Ave.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.


F. CALVIN DEMAREST
AND THE STAFF OF
THE CROCKERY AND
GLASS JOURNAL
WISH YOU A
JOYOUS
CHRISTMAS AND
HAPPINESS
THROUGHOUT
THE NEW YEAR

ESTABLISHED IN 1874

PHONE STUYVESANT 6052

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The Representative Paper of the Industry
Devoted to
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LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS
Published Every Thursday
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AS THE EDITOR SEES IT

THE OPEN ROAD

AS business and trade enters the last few weeks of the year, there is abundant proof that, while conditions were not all that we anticipated or hoped for during the past year, they were on the whole very good indeed. Standing now on the threshold of a new cycle of months, there are but few who can take stock and say 1923 has been an unprofitable year. Despite the burden of the high cost of everything which must be figured in the cost of doing business, there has been an unusually good consumer demand in all merchandise lines. This is now apparent in the distributive trades and will be more sharply emphasized when the stores' books are balanced at the end of the fiscal year and the balance sheet has been made out.

AND for this national prosperity, in strong contrast to the turmoil and highly unsettled conditions throughout Europe, we owe, not only to our sound financial strength due to our finely organized banking system, but to a better cooperation between employer and employe. Conditions are not perfectly harmonious of course, but it is well worth noticing that labor is now awake to its responsibilities and that capital on the other hand, is also showing a broader conception of the relationship which must necessarily be close to be mutually profitable. While it is unnecessary for us to stand beside the moralist and say the world is growing better—or worse, the more cordial relations between the two divisions of industrial activity is assuredly a good step forward. This is fundamental and from it comes the more obvious phases of our economic strength, less social discord, less interruption to continued employment and efficient production, more and better wages, giving a higher and more satisfactory standard of living, accumulated savings, bigger demand for merchandise and more profit and happiness for all who are well occupied.

IN the crockery and glassware trades, the results achieved during the past year are by no means inconsiderable. Despite the growing imports from the production centers of Europe domestic production has been uniformly at capacity. The American market has not only absorbed all the merchandise available, but figures indicate that there exists a considerable potential demand as yet unfilled. Thus again we perceive the fundamental relationship above referred to is productive of good results, for its productivity in maintaining the desirable high standard of living, alone makes it possible for producer and distributor to market their goods on so extensive a scale as the turnover for the past certainly indicates.

HIGH taxation has for long been one of the greatest obstacles. The heavy burden has been borne by all with less harmful affects that might be expected. But there can be no side-stepping the fact that this one destructive factor of prosperity has slowed down readjustment and throttled the engine of expansion and progress. With high taxes, the business man and merchant is forced to make a detour when conditions are favorable to traveling on the open road. This is not good business and it is encouraging that President Coolidge and Secretary Mellon are both committed to constructive measures for lightening this burden and removing the one great obstacle which blocks the open road of prosperity. Looking backward and reviewing figures and facts, we see that 1923 has brought a marked revival of business and a slight period of reaction resulting in decreased activity. Looking forward we believe the straws now in the wind indicate that national prosperity for 1924 is fairly well assured. In our opinion the year ahead will be a much better year than we have hitherto enjoyed. Greetings to you and yours!

The Glassmakers' Art

More Than Three Thousand Years Have Passed Since the First Glassware Was Made and This Story Gives An Outline History of This Interesting Subject

By James Charters

FROM the technical appearance and by the decorations appearing on the earliest known specimens of glassware, it is generally believed by the greatest authorities that the art of glass working originated from a common center. And this land which probably first gave birth to the glass craftsman art was undoubtedly Egypt. Conditions on the banks of the Nile were especially favorable for the development of glass blowing and working and the Nile supplied the waterway for the distribution of the finished wares. Materials for its manufacture were plentiful and the Egyptian potteries afforded experience in handling vitreous glazes and colors. From the Egyptian alabaster quarries, veined vessels were wrought and the characteristic and decorative zig-zag lines found in this material, very likely suggested the motif of the same lines found in the earliest specimens of glassware.

Among the earliest specimens of glassware which may be definitely claimed as Egyptian productions, were discovered by W. M. Flinders Petrie at Tell el Amarna, some 180 miles north of Thebes and belonged to the XVIII dynasty—the same period in which Tutankh-amen reigned briefly, about 3,240 years ago. Some authorities, however, believe the tradition as given by Pliny in his Natural History, that honor of the discovery of glass belongs to Syria and that the geographical position of that country, with its forests as a source of fuel and its deposits of materials, is the logical supposition. The legend that the Phoenicians found a glass-like substance under their cooking pots, which had been supported by blocks of natron, is not entirely fabrication. In fact, the fire kindled thus might easily have caused the natron—an impure carbonate of soda, to fuse with the surrounding sand and so form silicate of soda, while not a permanent form of glass, is glass-like and closely resembles it. In the Latin words, "Coeptus addi magnes lapis," Pliny actually records the discovery which effected the conversion of deliquescent silicate of soda into permanent glass.



Photo Courtesy Metropolitan Museum of Art

Pressed Glass Fruit Bowl, made by Henry W. Steigel in Pennsylvania. Steigel was one of the earliest American glass makers, and a very skilled craftsman. He made glassware in Philadelphia in 1750 and was born in Cologne, Germany, in 1729

While the words quoted have been disputed and the material referred to as "magnes lapis" has been considered by some to refer to magnetic iron ore, to others it has been considered as referring to oxide of manganese. As it is well known, oxides of iron and manganese can only be used in making glass in comparatively small quantities, and their use is for the purpose of coloring or neutralizing color in glass. However, Pliny describes also five varieties of "magnes lapis" and one of these he affirms is found in magnesia, is of a white color, does not attract iron and is like pumice stone. This variety is undoubtedly magnesian limestone and this, when mixed and fused with sand and an alkaline carbonate, produces permanent glass. It is interesting to note that the scene of the discovery of the ancient glass, was placed by Pliny as occurring on the banks of the little river Belus, under the heights of Mount Carmel, where sand and fuel are abundant. In this vicinity fragments of glass are now and then dug up and when analyzed, show that the lumps of glass contain a considerable portion of magnesia. This district was a glass making center in Roman times and it is probable that the Romans inherited and perfected the industry practiced in remote antiquity.

So accurately did the famous Roman historian record the various stages by which permanent glass was developed, that it may be assumed that he had good reason for claiming for Syria the discovery of glass. Commercial relations and the carrying on of foreign trade was frequent between Syria and Egypt and it was the usual procedure for the victor in war to carry away skilled craftsmen on his triumphant return. The war deeds left in the form of hieroglyphics tells us that Thutmose III. sent Syrian artists into the land of the Nile and very likely glass blowers were numbered among the skilled artisians and so the glass industry in ancient Egypt may be accounted for.

The earliest glass found in Egypt consist of vessels of small size, in the form of ointment or toilet jars, flattened bottles and amphorea, small wide-mouthed vases and small jugs; all being ornamented with zigzag lines. The glassware of a later period, particularly during the 18th dynasty, or the New Empire, have been found in considerable quantities, largely in the coast towns of the Mediterranean. In all this early glassware the inner surface is roughened and has particles of sand adhering to it, which seems to indicate that the glass vessels were filled with sand and subjected to heat. Moreover the inside of the neck of all bear the impression of a metal rod, which appears to have been removed from the opening with considerable difficulty. From this evidence some authorities have inferred that this early glassware was not blown, but formed upon a core of sand-paste, modelled upon a copper rod, which formed the core of the neck.

With this theory, however, some are inclined to disagree. They hold that this evidence scarcely warrants the assumption that the ware was not blown. In modern glass blowing, the blower when fashioning an amphora-shaped vase, completes the base first, fixes an iron rod to the finished

base with a seal of glass, severs the vase from the blowing-iron and finishes the mouth, while he holds the vase by the iron attached to its base. The ancient glassblowers reversed this process. Having blown the body of the vase, the worker finished the mouth and neck part and fixing a hollow copper rod inside the finished neck by pressing the rod. He now severed the body of the vase from the blowing-iron and heating and closing the fractured base, he held the vase by means of the rod inserted in the neck. Almost all specimens of this early glassware shows traces of the pressure of a tool on the outside of the neck, as well as signs of the base having been closed by melting. Occasionally a knob, formed by the residue of the glass beyond the point at which the base had been pinched together, remains as a silent witness of the process.

If glassblowing had been a new invention of Graeco-Egyptian or Roman times, some specimens illustrating the development from core-moulding to blowing must certainly have been discovered. The absence of traces of this has strengthened the belief that the revolution in technique merely consisted in the discovery that it was more convenient to finish the base of a vessel before its mouth, and such a revolution would leave no trace. The roughened inner surface and the adhering particles of sand have also been accounted for. The vessels, especially in those formed of differently colored glasses, required prolonged annealing. It is probable that when the metal rod was withdrawn, the vessel was filled with sand to prevent it from collapsing, and buried in heated ashes to anneal. The greater the heat of the ashes the more would the sand adhere to and impress the inner surface. In applying the decoration of the zigzag lines, the ancient workman probably wound threads of colored molten glass around the body and while still viscid, dragged them into zigzags with a metal hook.

The Ancient Glassworkers of Egypt, Assyria and Rome

In the land of the Nile the glass industry flourished in Graeco-Egyptian and Roman times and that branch called mosaic-glass, appears to have developed to a high perfection. This was formed of rods of various colored glass to form a pattern; the rod so formed was then reheated and drawn out until reduced to a very small size. It was then divided into tablets presenting the pattern traversing its substance and visible on each face. This process was undoubtedly practised in Egypt first and is seen in greatest perfection in characteristic Egyptian objects. Many beautiful objects have been discovered, some doubtless serving as ornaments of furniture and trinkets, others are in the form of masks, human faces and figures of birds. Of the latter, many are represented in remarkably colorings and great delicacy of detail, so that even the separate feathers in wings and tail are distinguishable. Egyptian glass of this variety probably belonged to a period when Egypt passed under the Roman domination.

Among the early Assyrian glassware, vases of transparent greenish glass have been discovered in the palace of Nineveh. On one vase appears the name of Sargon, king of Assyria, 722 B.C. Fragments of other glass have also been found there but the specimens are so few that no decided opinion has been formed as to the degree of perfection of glassworking attained in Assyria. From the specimens discovered at Nineveh, it is apparently safe to assume that they were derived from the Roman colony which occupied the same site.

During the first centuries of the Christian era the art of glassworking was developed at Rome and other cities under Roman rule in a remarkable manner. It is even apparent that glass was almost as extensively used by the Romans as it is used today. While the use of windows was not so common and the employment of glass in optical instruments was in a primitive stage, glass for architectural, domestic and personal uses was very extensively employed. The Romans possessed no fine porcelains and as Samian ware was the most decorative pottery then made, colored and ornamental glass was held in very great esteem for table use, and Pliny tells us that glass drinking vessels were preferred to even gold or silver.

In pavements and for coating the walls of buildings, glass was much used. Sheets of glass were also used in windows, but mica and shells were also used for the same purpose. However, flat pieces of glass, such as would be found suitable for windows, have been found in the ruins of Roman houses and in the house of the faun at Pompeii, a small pane of glass in a bronze frame remains. Evidence of manufacture indicates that most of this glass was made by casting but the Roman glassblowers were masters of the ordinary methods of working glass and decorating it. Their craftsmanship is seen in the large cinerary urns, by their jugs which are wide, deeply ribbed and fitted with scientifically attached handles and by the various vessels and vases of glass. The Romans also cut glass, the pattern taking the form of simple, incised lines or bands.

Transparent colors were used by the Romans and the glass worker's palette contained blue, green, purple, amber, brown and rose, while the opaque colors consisted of white, black, red, blue, yellow, green and orange. It is interesting to observe that the glasses which the Venetians called "mille fiori," and formed by arranging side by side sections of glass cane built up of different colored rods and glass and bound together by heat, were made by the Roman glassblowers many centuries before. A large quantity of glass cups were made by this means in patterns which resemble the surfaces of madrepores. In these cups every color and shade seem to have been tried in a great variety of combination, but transparent violet seems to have been the most preferred ground color. The majority of these vessels of mille fiori glass were small but a few have been discovered as large as twenty inches in diameter. Imitations of natural stones were also made, this being accomplished by stirring together in a crucible, glasses of different colors, into a mass of molten glass by rolling. Occasionally purple glass was used instead of brown.

The celebrated cameo-glass was formed by covering a mass of molten glass with one or more coatings of differently colored glass. The usual method was to take opaque white glass and coat it with a thick layer of transparent blue glass and then to cover the blue glass with a coating



THE POTTER AT HIS WHEEL

of the white glass. The outer coating was then removed from the portion which made up the ground, leaving the white for figures, foliage and other ornamentation. These figures were then sculptured by an engraving tool.

Amphora—two handled vessels used for holding wine—are now to be seen in museums, one remarkable example of this cameo glass measuring 1 ft. 5/8 inch in height and 1 ft. 7½ inches in circumference. It is shaped as many earthen amphoras are, with a foot too small to support it and was undoubtedly supported on a stand. The greater part of this remarkable object is covered with a most charming design of garlands and vines and two groups of boys gathering and treading grapes and playing on various musical instruments, below which is a line of sheep and goats. The ground is blue and the figures in white and it was discovered in a house in the Street of Tombs at Pompeii. Another beautiful vase is an oenochoe 9 inches in height. Th ornament consists of a band of foliage and vine, with bunches of grapes. The ground is blue and the design white and it was discovered in the house of the faun at Pompeii.

The art of glass working like other arts deteriorated during the decline and fall of the Roman empire but it continued to be practised with decreasing skill, in Rome and in the provinces. Roman technique has been found in Byzantium, Alexandria, in Syria, in Spain, France, Germany and Britain.

Early Christian Glassware

The process of embedding gold and silver leaf between wo layers of glass, originated in Alexandria, Egypt, during he first century. This process consisted in spreading the eaf on a thin film of blown glass and pressing molten glass n a leaf, so that the molten glass adhered with the film of lass, through the pores of the metallic leaf. By etching atterns and inscriptions on the thin film of blown glass efore the molten glass was applied, inscriptions and pic-ures were embedded in the double coating. The placques ormed in this manner were reheated and fashioned into owls and drinking vessels.

Through the migration of the Roman glassmakers to onstantinople, the craft was practised there on a ery extensive scale during the middle-ages and one of ie gates near that port owes its name to the adjacent lass houses. St. Sofia when erected by Justinian had aults covered with mosaics and large windows filled with ates of glass fitted into pierced marble frames. Some of ese plates or panes of glass were 7 to 8 inches wide and to 10 inches high and were cast. Glass was also exported d in the 8th century, when peace was made between the aliph, Walid and the emperor Justinian 11, the Caliph ipulated for a quantity of mosaic for the decoration of e new mosque at Damascus, and in the 10th century the aterials for the decoration of the niche of the Kibla at ordova, were furnished by Romanus II. In the 11th ntury Desiderius, abbot of Monte Casino, sent to Con-ntinople for workers in mosaic.

In the writings of Theophilus, a monk, instructions as the art of glass making, which mentions the production colored glassware as practised in Greece. Of the crystal glass brought from Constantinople, the glass is greenish, very thick with many bubbles and had evidently been cut with the wheel. These cuttings, showing the outlines of circles and cones and the outlines of the figure of a leopard, have been left in relief, while the rest has been laboriously cut away, evidently in imitation of rock-crystal.

The invasion of Syria and Egypt did not destroy the industry of glass making and the craft survived and flourished under the Saracenic regime in Alexandria, Cairo, Tyre and at Damascus. In writings of the 14th century in both France and England, mention is found of the glassware made at Damascus. While the Romans and Byzantine Greeks made crude attempts at enamelling glass, it was only under Saracenic influence that the process of enamelling and gilding on glass was perfected. The enamelled glass takes the form of flasks, vases, goblets, beakers and mosque lamps and an analysis of the glass of a mosque lamp shows 4 per cent of magnesia. This large proportion of this material was required to give stability to withstand the process of enamelling.

Refugees from Padua and other Italian cities probably carried the art of glass making into Venice in the 5th century. The earliest possible evidence of the existence at Venice of a worker of crystal, seems to be the mention of Vitale Falier in the year 1090. In 1224, twenty-nine persons are mentioned as employed in its manufacture and in 1268 the glassmakers became an incorporated body and in their processions they displayed decanters, perfume bottles, etc. In 1279 the glass workers of Venice made among other articles, weights and measures. From this time forward the manufacture continued to develop.

Many of the ornamental processes in making mille fiori and the beautiful variety known as lace glass, exhibit remarkable skill and taste. For centuries the peculiar merits of the Venetian glass workers have been the elegance of form and the surprising lightness and thinness of the body of their wares. The highest perfection, in form and decoration was reached, however, in the 16th century, and later their skill was somewhat abased by making extravagant forms in the form of ships, lions, birds and beasts. When the glass houses were transferred to Murano in the latter part of the 12th century, the factories had a virtual monopoly on the art, especially in the manufacture of mirrors and beads. Attempts were made elsewhere to make mirrors as early as 1317 but even in the 16th century, mirrors of steel were still in use.

During the 17th and 18th centuries France, Germany and England made efforts to improve the manufacture of glass. Then came the invention of colorless Bohemian glass which developed the practice of cutting and ornamentation. To the efforts of one remarkable man, Giuseppe Briati, who worked in the old Venetian manner and also in imitating the new methods invented in Bohemia, much of the development of later glassmaking is indebted. This pioneer glass maker was particularly successful in making vases and circular dishes of lace glass and his work is noted for the high quality and brilliancy of the glass. Obtaining his knowledge by disguising himself as a

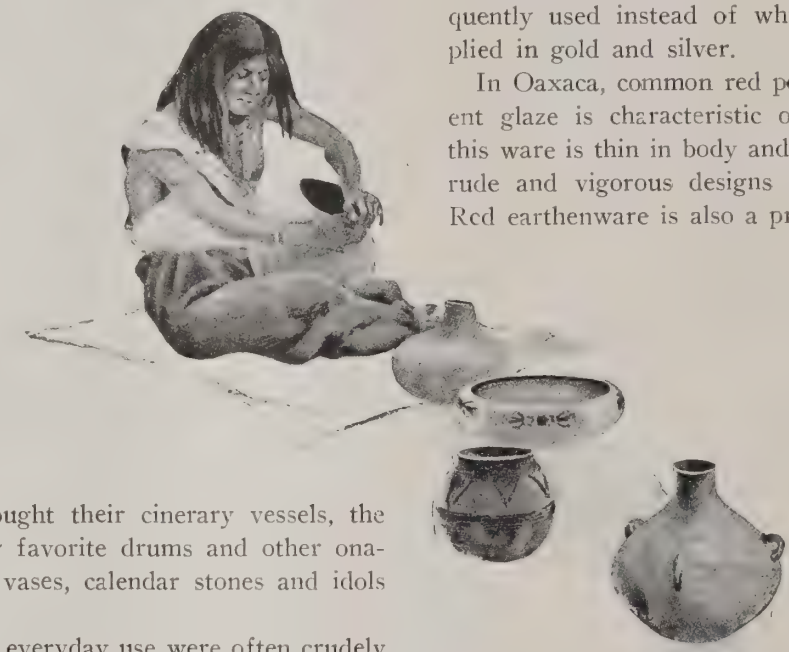
(Continued on page 132)

The Mexican Potters' Art

Expressing an Individuality and Charm Quite Different from Applied Design in the Wares of Other Nations, the Pottery of Mexico Is Interesting and Impressive

By C. H. Madison

THE potters' art in Mexico dates from the very earliest times and we have but to refer to the works of old Spanish writers to find many references to the expert craftsmanship which the old Mexican clay workers created. So diligent and important was the working of clay in the old days, that at the period of the Spanish Conquest, ceramic productions were one of the several important industries. All of the utensils used in the household were fashioned from earthenware and from clay was wrought their cinerary vessels, the kettle-like pots for their favorite drums and other ornamental objects, such as vases, calendar stones and idols for household worship.



While clay vessels for everyday use were often crudely modeled and roughly decorated, the more pretentious articles were often very elaborately designed and frequently gayly decorated. While the potters' art in Mexico is not widely known, any one interested in ceramics will be well repaid by studying the numerous examples in public and private collections. And this examination will disclose that these ancient people placed great importance upon the plastic art.

From the Aztecs, the descendents of this great race, inherited the art of working clay. Throughout many towns and districts in Mexico, Spanish influence is easily traced in the earthenwares. These wares are remarkable for their large variety and notable by the well marked characteristics, by which they may be easily recognized. For example, in Guadalajara, the characteristic ware is a soft body, of grayish color, covered with a dull glaze. The decorations are sometimes quite elaborate, being painted in many colors and extensively making use of silver and gold. In contrast with this type of pottery, black clay is frequently used instead of white, and the decorations applied in gold and silver.

In Oaxaca, common red pottery, with a soft, transparent glaze is characteristic of this locality. As a rule, this ware is thin in body and is commonly decorated with rude and vigorous designs in black, brown and white. Red earthenware is also a product of this section, coated with a white slip, decorated in colors and covered with a transparent lead glaze. This gives the effect of a tin enamel and the ware resembles somewhat, the modern stanniferous pottery manufactured at Puebla.

Yet another variety of earthenware is in solid, dark green with designs in low relief and at Guanajuato, a red pottery is produced, coated with a white slip and bearing the distinctive sgraffito decorations. In the same province, at San Felipe, a very thin, brittle ware is made. This is covered with a beautiful gold and green iridescent glaze, and the decorations are moulded and stamped on the ware. A characteristic red ware made at Cuernavaca, is of the fabricated form, the patterns being inlaid with small broken bits of white porcelain and the surface highly polished.

In common red and yellow unglazed ware a peculiar ware is modeled to represent the trunks of trees, the bark being imitated by a rough, striated surface. Figures of men, women and animals, rudely fashioned in the form of candlesticks, utensils and ornaments



Photos, Courtesy Metropolitan Museum of Art

Pair of Pueblan Water Jars, Date About 1800

are remarkable examples of this unusual style.

While only discovered a comparatively few years ago, tin enamelled pottery was produced in Mexico at a very early period. The tile work of some of the old churches and convents are beautiful and interesting examples of this early use of metallic glazes. Visitors to Mexico who have admired the beautiful facade of the Church of San Francisco Acatepec, near Cholula, Mexico, have seen how expertly the old clay workers used their materials.



Chocolate Jar and Jar With Carmelite Arms, Showing Spanish Influence

It is interesting to observe that the examples of majolica vases, which collectors have secured in Mexico, and which many have believed to be of early Spanish or Chinese workmanship, were designated as Talavera ware by the Mexicans, from a town of that name in Spain, from which they were supposed to have come. But this pottery was not of European origin and while it shows unmistakable evidence of Spanish and Chinese influence, it has been made in Puebla, Mexico, as early as the sixteenth century.

Puebla, or La Puebla de los Angeles as its full name reveals, is in English tht Town of the Angeles, and the town from which Los Angeles, California is named. This town was founded by the Spaniards in 1532 and here were established some of the first great crafts in the New World. These numbered many potteries and numerous glass factories. The art of working clay was practiced by the Aztecs but the natives were ignorant of glazing until the Spaniards taught them the art. Before the middle of the seventeenth century, potters and tilemakers were brought from Spain, to produce household wares and tiles for the churches. Majolica ware, however, was not made in Mexico until about the year 1653, and it soon reached an important stage of development and the potters formulated rules to maintain the standard of their productions. In that year a Potters' Guild was formed at Puebla and through this manuscript much light is thrown upon the wares produced in the latter part of the seventeenth century.



Laver Basin Showing Moresque Influence

In fine wares, one type of decoration is referred to as "in imitation of the Talavera ware," while another distinct variety is colored "In imitation of the Chinese ware."

Among the most important of these early regulations of clay working, was that each piece of ware was required to bear the imprint of the maker. These laws remained in force until 1676.

From these old records we are also informed that the master potters forming the Guild, were from Talavera, Spain. During the seventeenth century, however, large quantities of Chinese porcelain were imported into Mexico and through the efforts of the Puebla potters to imitate these productions, the Old World style of decoration was developed. It is thus seen that the ceramic art in Mexico, or New Spain, as the Spanish invaders called it, was first due to Spanish influence and later to Chinese art.

The beautiful majolica wares of Mexico have been classified under four chief headings. First the Moresque style, dating from 1575 to 1700; second, the Spanish or Talavera, from 1600 to 1780; third, the Chinese, from 1650 to 1800 and last, the Pueblan from 1800 to 1860.

In the earliest of these periods, examples of which are very scarce, the Moorish or Hispano-Moresque influence is noted. In a large majolica laver basin, which is illustrated herewith, and which dates back to the early seventeenth century, the central decoration is pure Moorish. The colors of this ware were usually in rich, dark blue, outlined with black around the rim is a Spanish inscription denoting that the basin was to be used by the priests for washing their hands. In other bowls, the Spanish influence is quite clear and in many jars the decorative treatment of the Chinese is also clear.

Among the best examples of the Oriental type of

vases, found in Mexico, hinged lids were provided which were supplied with locks for the safe keeping of ginger and confections. Some of the Puebla jars were also provided with metal covers to answer the same purpose. The tall jars, known in Italy as *alabarelli* are still to be found in Mexico, but are utilized for different purposes. The jars are used in Italy for keeping drugs but in Mexico they are utilized as flower vases.

Among the examples which collectors consider to be



Jar With Tattoo Decoration, Date 1660-1680

the best representation of Mexican majolica ware, show unmistakable Chinese influence in their decoration, combined with Spanish and a trace of Italian craftsmanship. But in the late eighteenth century the Pueblan potters began to develop a style of their own, increasing the number of colors used in decorating, to include blue, green, yellow, red, brown and black. The Chinese influence now begins to disappear and figure painting in strong colors appears. A little later on, other colors were added and mauve, purples and rose shades were used. By the middle of the eighteenth century the art began to decline and the golden age of its existence was undoubtedly from the years 1650 to 1750.

During the twentieth century Enrique Ventosa, of Puebla, did much to elevate the potters art in Mexico. This craftsman and artist not only revived many of the old designs but created many original forms. While the first majolica tiles were unquestionably brought from Spain, the tile industry in Puebla was sufficiently well established at the close of the sixteenth century, to supply all home requirements. Geometrical patterns and conventional designs in great variety were produced in solid colors and in polychrome. Little is known, however, of



Vase in Chinese Style, Date 1680-1706

the early tile industry, but from the quantity made many were evidently employed. The earliest examples show the Chinese style, and figures of mandarins, animals and birds in white on a brilliant blue ground are very striking.

Figures of saints in the Spanish style are also seen among the tiles made for interior decoration. The lavish use of tin-enamelled tiles is a striking feature of early Mexican architecture and residences were ornamented outside and in with mosaic patterned tiles.



Chinese Porcelain and Pottery

Pottery Making Has Been Practiced for Centuries in China and the Hard-Fired Wares Have from the Earliest Times Been Justly Famous

By L. Burton Ramsey

Illustrations, courtesy, Metropolitan Museum of Art

THE natural progression from primitive pottery as shown in its design, color and decoration, is perhaps more clearly indicated in the potters art in China than in other countries. This evolution of pottery is traced over much the same ground as in all nations and in China is found the early use of bricks and tiles, as found in Egypt and in Assyria, followed by the usual variety of domestic utensils, funeral vases and vessels for religious services.

Notwithstanding a few opinions to the contrary, there is really nothing authentic to warrant the belief that the potter's wheel was used in China before it made its appearance elsewhere. Yet history does tell us that the Chinese potters have used the simpler methods of carving and pressing from moulds, which preceded the potter's wheel, more frequently than the workmen of other nations. Even so early as the celebrated Chow dynasty, 1122-249 B.C., references to the pottery art differentiate "throwing" and "pressing." From the early as well as late forms of pottery, it is interesting to note that the Chinese characteristic of design is very similar in both clay and bronze.

No date can be definitely stated for the introduction of glazed pottery in China. The earliest examples known are the glazed wares referred to in Chinese works as belonging to the Han dynasty. As this dynasty dates from 206 B.C. to 220 A.D., the glazed wares of Egypt and Assyria are far older. Owing to the fact that the intercourse between China and the Western world dates from a remote period, many authorities hold to the opinion that the idea of coating a clay vessel with glaze was carried into China from Assyria.

However this may be it is certain that the Chinese artisans developed the art of working clay in their own characteristic manner and from very early times we know that they fired their ware at a much higher temperature than was then common in Asia. By this means the Chinese discovered various types of glazes and bodies which remained a great mystery to the rest of the ancient world.

This strong stamp of a cultured nation is seen in the beautiful specimens of Chinese glazed wares credited to the Han dynasty, which is very different from the pottery produced in Syria, Egypt or Europe. The body of the ware is extremely hard and even resists the point of a sharp knife and the dark iridescent glaze, seems to indicate the presence of oxide in some form—probably that of lead. In developing their ceramic art, the easily friable wares of Assyria, Egypt and Greece influenced the Chinese but little, for their glazes made their manner of working quite different. Among all the nations in the world, China must be credited with discovering that at a sufficiently high temperature, pottery could be glazed with powdered felspathic rock mixed with lime. At the beginning these glazes were used on common refractory clay, which burned red, gray or buff and in these early experiments lay the germ which was later to be developed to produce the finest porcelain which the world had seen.



Famille Verte Vase—Kang Hsi Period

But before this porcelain was developed, the pottery was manufactured in certain districts of China where materials for making porcelain were not obtainable, and such wares have been continuously made down to the present time. In the due course of the march of time, the technique of this pottery became improved, both in better methods of handling the clay, in the modeling and in decoration and glazing. Thus, two types of Chinese pottery, other than porcelain, are cited as exerting great influence upon the work of European potters.

One type is the Yi-Hsing-Yao. This pottery, commonly of unglazed, brown or red stoneware, made at Yi-hsing-hsien in the province of Kiang-su, include articles of every kind in colored clays. Usually the forms are very graceful and finely finished and include small teapots, cups and saucers, dishes, trays, water bottles and wine cups. This ware was very extensively made during the Ming

dynasty (A.D. 1368-1643) as well as later and was imported into Europe by the Portuguese who termed it *boccaro,* although this name had been given to a scented terra-cotta brought from Mexico and Peru. While having no resemblance to Chinese porcelain, the potters of that date regarding every ware coming from the East as porcelain and the manufacture of red teapots, mugs, bowls, cups, etc., in imitation of the Yi-Hsing-Yao ware, was widely carried on during the late 17th and early 18th centuries under the name of red porcelain. Dwight, Elers and Bottger are well known European imitators.



Circular Bulb Bowl of Chun Ware

Another type of pottery known as Huang-Yao was given to the ware made in the province of Kwang-tung. In the several centers where this pottery is made the best known wares are dense, hard-fired and glazed stonewares. These wares are always dark gray, red, brown or black and are usually glazed with thick, variegated and opalescent glazes in gray, blue, green, yellow and red, with the characteristic flecks, veins and streaks of other colors. This ware is so very like the wares of the Sung dynasty (A.D. 960-1279) that it is frequently confused with the more valuable examples of the latter period.

One of the most striking features about Chinese art in clay is that the first lesson learned by students in the potters art is to reproduce the famous wares of their ancestors and they often did this so expertly that many authorities have been frequently deceived. During the period when porcelain reached its greatest state of perfection in King-te-chen, the potters in other parts of China produced glazed and unglazed pottery in various colored clays and the most ancient wares were reproduced.



Flower Pots, Chun Ware, Sung Dynasty

In speaking of the Chinese porcelain ware, it must be considered that by this word porcelain, is meant all those pottery pieces, in which the body of the ware is vitrified and made translucent. Using the word in the same broad-general sense, the material is white. Thus it is difficult to draw and hard and fast line between porcelain and stoneware, for both may be vitrified and translucent in thin bodies. Usually, however, stoneware is gray, red or brown in the clay and seldom show translucence. But when the body is not vitrified, no matter how hard the clay may be, it is termed terra-cotta or earthenware.

Accustomed at a very early period to firing their ware at a high temperature, the Chinese potters produced vitrified stonewares long before other nations. They also glazed their stonewares with fusible mineral substances and from this development porcelain was at length perfected. In some regions clay was found which would burn whiter than elsewhere, and a mixture of marble with felspar was more readily fused. Centuries undoubtedly passed before a ware white enough to be classed as porcelain was evolved. While writers are not agreed upon the subject, the weight of opinion is that porcelain was made during the Tang dynasty or from A. D. 618-907.

All the arts and crafts were cultivated extensively during the Sung dynasty and pottery of great merit was made throughout many districts in China, a large part of which is rightly classified as porcelain, although less white and finely finished than the porcelain of later times. But no record of painted decorations are noted until the closing years of the 13th century, the ornament before this date being applied of designs incised or pressed into the clay. The chief charm of the ornamentation in this early ware lies in the various colored glazes. This glaze is seldom clear and white as in later times and is often uneven imperfectly fused and reflects a certain unskillfulness in the old potters. The glazes of this period are beautiful and soft, especially the cool shades of blue and the yellowish greens. But with these glazes are also found shades of lavender, yellow brown and a brownish black. The most famous of these Sung wares are the stonewares of Chun-show, which are remarkable for their rich and varied glazes and the black variagated ware of Fu-kien province.

The four principal wares of a porcelain character were the Ju-Jao, made at Ju-chow, the Kuan-Yao, made first at Pien-chow and later at Hang-chow the Ko-Yao made at Liu-t'ien and the Ting-Yao made at Tung-chow. During this period the fame of Chinese porcelain spread b

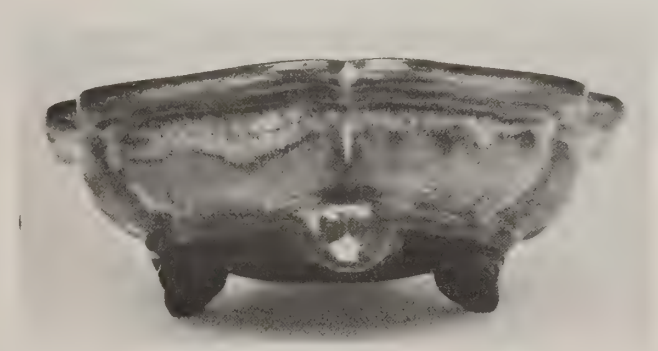
yond its native country and its first appearance in the Western world was about A.D. 1171 when a present of forty pieces was made to the Sultan of Damascus. From this time an export trade was developed, particularly in the *celadon* wares of Lung-chuan. This celebrated ware known as the "green porcelain" made in imitation of jade exists now in the form of heavy dishes, bowls and jars and with fluted patterns, coated with a thick, green glaze of great depth and softness of tone. The body is white and the ware is highly prized in China, Japan and in the Orient.

When the Sung dynasty was overthrown by the Tartars the power remained in Tartar hands until 1368 when the great Ming dynasty was established. During the period of this dynasty, or about one hundred years, one can trace but little ceramic progress because of the wars which were carried on. Yet at this time important changes were taking place and the pottery industry was established at King-te-chen and painted decorations under a white, transparent glaze was introduced.



Stem-Cup, Hsuan-Te Period

When the potteries at King-te-chen were rebuilt in 1396 by Hung-Wu, founder of the Ming dynasty, it was made an imperial center of industry and the most skillful craftsmen were attracted to its work rooms. Among the earliest painted porcelains are those of this period and the ornamental pieces are massive in form and decoration—the latter chiefly consisting of figures mounted and on foot, animals, bands of foliage and pendant festoons, in relief. This silhouetting of the decoration is similar to that found in examples of Assyrian brickwork and the technical methods of production is suggestive of the potter's art in Western Asia. The ware was fired before glazing, then the glaze of yellow, green, purple and turquoise was applied. These glazes resemble those of Egypt and Persia, rather than the characteristic Sung glazes, which were filled into the outlined spaces and fused at a lower temperature.



Six-Lobed Saucer, Chun Ware

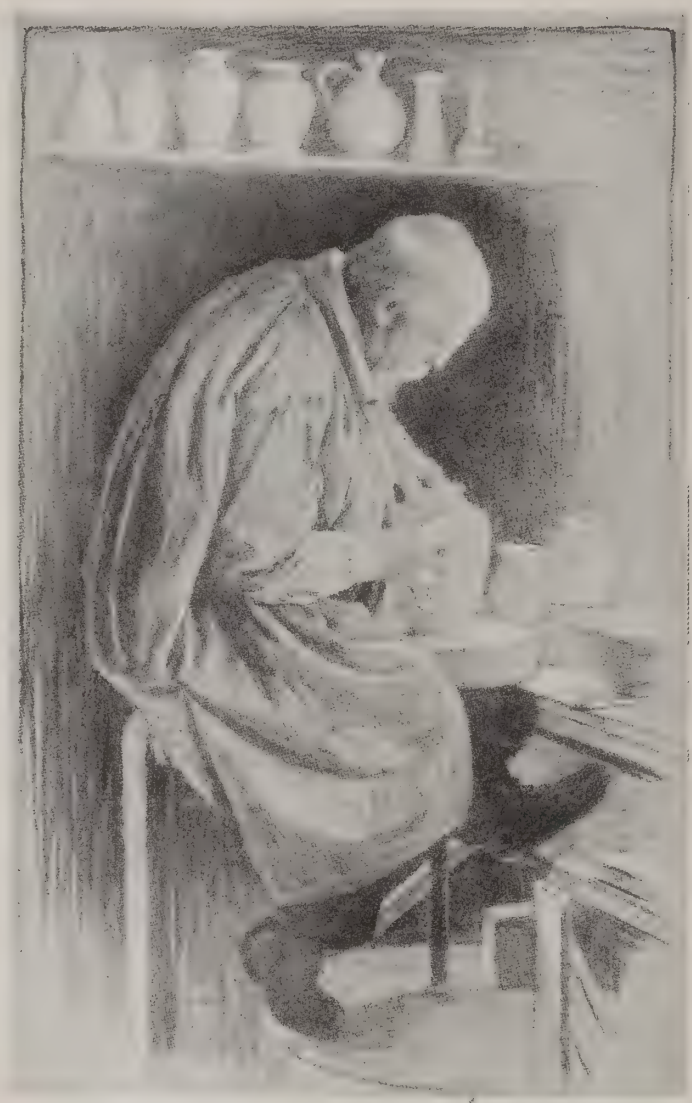
The old Chinese potters had a very keen color sense and the Persian pottery with its brilliant painted decorations in blue, green and purple on a pure white ground, was not ignored by the Chinese. As the glaze of the Chinese porcelain required such a high temperature, the number of colors available was necessarily limited in producing under glaze decoration. To obtain the rich polychrome effects of the West the old Chinese craftsmen were confronted with a difficult technical problem. This was solved in characteristic fashion by taking a finished piece of blue and white and adding additional directions upon it by firing it at a lower temperature. In the beginning this was accomplished by applying the decorations in over-glaze enamel colors, in the form of thin washes. Thus in the San-ts'-ai ware three-color decoration of greenpurple, and yellow were used. Later on in Wan-li Wu ts' ai ware we find five-colors used, all painted over a light pattern in under-glaze blue.

During this time a very large quantity of porcelain was produced at King-te-chen and the requirements of the imperial court were extensive, for historians have recorded that a single year's demand of the emperor called for over 96,000 pieces of porcelain. The large orders for pottery doubtless accounts for the inferior wares produced at this time—inferior to the best porcelain produced earlier and at a later day. For several centuries there followed a large export trade in porcelain and native Chinese wares were carried into Persia, to Cairo and the West. To meet the requirements of their foreign trade, decorations other than Chinese were introduced and the Persian and Syrian style was made. This also created a considerable European demand for Chinese porce'ain and the potter's art of China was carried to many foreign shores.

During the political disturbances which marked the downfall of the Ming dynasty, the porcelain industry passed into another period, the works at King-te-chen were destroyed several times during the 17th century and the Renaissance began. During the reign of K'ang-hi, the famous green and blood-red glazes were developed and attempts were made to reproduce the ancient glazes. The body of the ware was now prepared with great care and a great deal of pains were devoted to the glaze, all of which produced a strikingly different result. Among the beautiful examples of this golden period of the potter's art in China, are the famous "hawthorn ginger jars." The celebrated blue porcelain also attained a high state of perfection. This consisted in painting the ground in blue and reserving the pattern in white, the blue being blown on through a tube covered at one end with cloth to give a fine spray.

Under glaze decoration in red was also revived, egg-shell ware was made in great perfection and the colored glazes in light green, turquoise, purple and black reached their greatest charm. From the years 1723-1735 during the reign of Yung-Cheng foreign wares were introduced into China and competed with the revival of ancient Chinese ceramic art. This struggle continued to the end of the

(Continued on page 183)



Charles Volkman, Artist and Craftsman, Who First Paints a Picture in Water Colors and Uses the Motif for Decorating Art Pottery

The Ceramic Art of Japan

While Less Ancient Than the Potter's Art In China, the Ceramic Art in Japan Dates Back to the Middle-Ages, and Has Contributed Much to the Artistic Side of Clay Craftsmanship

By John L. Benson

IN the intensely interesting and important contributions which Japanese craft has given to an appreciative world, the chapter of ceramics is not one of the least uninteresting. A reference of the historical side of applied art discloses that pottery was manufactured at a very early date in Japan and that at least fifteen provinces were producing various wares of clay as early as the 10th century. These early products of the potter's art were, of course, crude and primitive and not until the 12th century did Japanese ceramic art blossom out and begin to give to the world the strikingly modeled and uniquely decorated wares which have achieved a justly high position.

The early history of Japanese ceramic art is more interesting, however, from the historical rather than from the technical side and—that importance was placed on clay working, is attested by the mention of at least fifteen provinces where kilns were fired in the 10th century. This early ware consisted of simple utensils, vases and bowls and so on, for the offerings of rice, fruit and fish, which formed a part of the ceremonials of the Shinto faith, and for the storing of seeds and utensils for domestic use. Beginning with the introduction of tea from China in the 13th century, together with teapots, the Japanese ceramic workers were given an insight into the possibilities of clay working and it was, then, the ceramic art of the Sung dynasty which infused new conceptions of ceramic art in the beauty appreciating Japanese.

As the Sung dynasty was instrumental in developing Chinese industrial art, the Japanese were quick to appreciate its importance and sent students to China for the purpose of studying ceramics as well as for imbuing philosophy and religion. One of the first thus sent to China was Kato Shirozaemon, who opened a kiln at Seto, Japan, on his return from China. The first wares this pioneer pottery made were jars for holding tea and cups for serving it. This ware was far superior to anything which the Japanese potters had heretofore produced and thus Kato is regarded as being the father of Japanese ceramic art. No very great strides were made, however, until three hundred years later, when a greater inspiration came by way of China. This occurred in 1520 when a potter, Gorodayu Goshonzui, now known as Shonzui, went to Fuchow and to King-te-chen in China, where he studied pottery making for a period of five years. When he returned to Japan he established a kiln at Arita in Hizen and this event brought forth the second period of Japanese ceramic art.

But again, no very great advancement was made, for the deposits of porcelain clay were not discovered until some years later and Shonsui's pieces were made entirely from Chinese kaolin, and their manufacture stopped with his death. The knowledge he had acquired survived but was utilized in making inferior wares. With the discovery of fine clay at Izumi-yama in Hizen, by a Korean potter in the train of Hideyoshi's army after the invasion of Korea in 1605, Japanese craftsmanship began to develop.

Among the famous wares produced that of Hizen, Kiota, Satsuma, Kutani, Owari, Takatori, Isumo and Yatsushiro are famous. Three prominent varieties of ware were made at Hizen—the enamelled porcelain of Arita, the enameled ware of Nebeshima and the plain white and blue and white ware of Hirado. The earliest manufacture of true porcelain began in the 16th century and the genuine Japanese porcelain dates about a century later. During the year 1620, the Arita porcelain appeared decorated with vitrifiable enamels. The first efforts were crude but Gooroschichi and Kakiemon carried the art to great excellence and from this time the Arita factories produced large quantities of porcelain lavishly decorated with blue under the glaze and embellished with colored enamels over it. Much ware was exported to Holland and the porcelains of Arita were carried to Imari for shipment. Thus the ware became to be known as Imari-yaki.



Photos, Courtesy Metropolitan Museum of Art

Celodon Vase, made in Korean During Koryu Dynasty—936-1392 A. D. Which Influenced Early Japanese Potters.

The ware of the Nebeshima variety, so called because it was produced in the private factory of Nebeshima Naoshige, a feudal chief of Hizen, was produced at Okawachiyama. This differed from Imari-yaki ware through the milky whiteness and softness of its glaze. This is considered by authorities as the finest jewelled porcelain

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of Japan and the factory making it began manufacture about the year 1680 and continued until the close of the 18th century.

In the Hirado porcelain, so called because it was made under the patronage of Matsuura, a feudal chief of Hirado, was produced at Mikawa-uchi-yama. This ware did not attain its greatest excellence until about the middle of the 18th century from which until 1830, ware of great beauty was produced. Decorations were in blue under the glaze,



Korean Vase with Design in Relief, Which Inspired Japanese Potters to Create New Wares.

but some pieces were made in pure white, with designs in relief.

Kioto ware was largely faience and is entirely different, while Raku-yaki ware is the domestic faience of Japan. Awata-yaki is the best known among the ceramic productions of Kioto and the handicraft of Nomura Seisuke, a master Japanese potter, is justly celebrated. Iwalura-yaki and Klyomizu-yali wares are distinguished purely locally for they were all made in various parts of the same city.

Satsuma ware, however, is known to all and the ware decorated with gold and colored enamels began to be manufactured in Satsuma in the 19th century. The ceramic art in Satsuma is indebted to several Korean experts who settled there after the return of the Japanese army from Korea. Boku Heii, who discovered kaolin was the most famous. Most of the celebrated specimens of this early type of ware were produced at the Tadeno factory.

Another variety, known as Kutani, is likewise famous and its manufacture dates from the close of the 17th century. Two chief varieties were made, ao-Kutani, so called because of a green (ao) enamel of great brilliancy abd Kutani, a ware painted and enameled. At the time of the ao-Kutani revival, a potter, Iida Hachiroemon, in 1843, introduced a striking type of ware regarded as typical of all Kaga porcelains. Using the Kioto ware as models, Hachiroemon employed red grounds with designs traced on in gold.

At the little village of Seto, five miles from Nagoya, the celebrated Kato Shirozaemon made the first Japanese faience reputed to be a great technical success. This potter produced tea jars, pitchers and other utensils. Pottery was also produced at several hamlets in Bizen as far back as the 14th century but nothing of artistic merit appeared until the close of the 16th century when Taiko paid a visit to the factory at Imbe. The Bizen-yaki ware then began to appear—a red stoneware with thin glaze.

Awaji-yaki ware, so called from the island of Awaji where it was first manufactured at the village of Ifa, was produced from 1830-1840, by Kaju Mimpei, a man of wealth. He first experimented to reproduce the deep green and light yellow glazes of Chinese potters and was at length successful. But the public was slow to perceive the merits of his ware.

Banko is a faience ware, chiefly made of light gray, unglazed clay and having the design in relief. Modern banko-yaki ware, produced at Yokkaichi in the province of Ise is entirely different from the original banko ware. Other wares of most importance are those of Izumo and Yatsushiro, the first is faience, having light gray, close *pate* and yellow glaze with and without crackle, with decoration applied in gold and green enamel. The Yatsusiro is also a



Another Fine Example of Oriental Ceramic Art as Produced by a Korean Potter and Which Left Its Mark on Certain Varieties of Early Japanese Art.

faience ware. It is the only ware in which the characteristics of Korean potters is preserved. It is chiefly noted for its pearl-gray glaze, fine crackle and overlying encaustic decoration in white slip. The modern ware of the same name, falls far short of the technical and artistic excellence of the older ware.

While many of the variety enumerated deserve high praise, they are lower in rank than the finest Chinese porcelains, but the works of Japanese faience are unquestionably fine from every standpoint. The Japanese made a specialty of this ware and developed it to a very high state of perfection. No faience produced in China or any other Oriental country can dispute the palm with really representative specimens of Satsuma ware.

With the mediatization of the fiefs in 1871, terminated the patronage of the feudal chiefs and the Japanese potters then learned that they must in future depend upon the patronage of Europe and America. At first, withou' a guide, they interpreted Western taste incorrectly and for some years Japanese ceramic art remained at a standstill. Then followed imitations of Chinese wares and the Japanese renewed their reputation by reverting to Chinese models, which is not only a tribute to the former but an illustration of the eclectic genius of Japanese applied art.

Among the ceramists, Seifu of Kioto is conceded to have won the highest place. Excepting the ware of Satsuca, nearly all the fine faience of Japan was manufactured formerly in Kioto. Nomura Ninsei, in the middle of the 17th century, produced his beautiful creations. It was due to the influence of this great potter that artistic impulse was given to the kilns of Awata, Mizoro and Iwakuraa.

The new school of Japanese ceramists owes its origin to Dr. G. Wagener, a German expert. By careful selection he proved that the manufacture of finest quality ware was possible at a reasonable cost. Under his guidance the Tokyo school produced, under the name of asahi-yaki, ware of appealing softness. Higuchi of Hirado is also classed among the potters of the new school and at the industrial exhibition in Kioto in 1895, the first efforts of the Owari potters were shown. In the middle ages Owari was celebrated for faience glazes but its staple manufacture from the beginning of the 19th century consisted of porcelain decorated with under glaze blue.

The latest of all to feel the impulse of the new movement in ceramic art was the potters of Kaga. For many years their ware has been famed as the most lavishly decorated in Japan. It is highly colored with red and gold and bears an inferior likeness to the Chinese Ming type, which Hozen of Kioto carried to such great perfection at the beginning of the 19th century. While the best examples of the eiraku-yaki merit much praise, the ware is too gaudily decorated to merit much wide appreciation. This viewpoint of taste the Kaga potters themselves perceived and while manufacturing quantities of tea and coffee sets, and dinner and desert services, an attempt was made to revive the old processes that had won much fame for the old Kutani-yaki, with its beautiful combinations of rich, lustrous and soft glazes. While this was not wholly successful resulted in restoring the reputation of the Kaga kilns. Beginning with 1895, Morishita Hachizaemon, a ceramic expert, together with Shida Yasukyo, president of the Kaga products company, a new departure in making ware was introduced. The pure Chinese line was selected and beautiful monochromes were produced.

It is interesting to note that the Japanese influence in the ceramic art of other nations. At the Paris Exhibition in 1867 the extensive collection of the applied arts of Japan created great enthusiasm and there followed an outbreak of adaptions of Japanese art in Europe, as once before in the 18th century. Thus from this appreciation of the beauty of Japanese design, there was brought into being a European-Japanese style, based on the great Japanese painters. In England the Worcester Royal Porcelain Company produced a series of elaborate and finely made pieces, inspired from this source. The Royal Copenhagen Works, also revived interest in Japanese art. Using pure swedish feldspar and quartz and the finest china clays from England and Germany, a fine body was made on which naturalistic decorations in imitation of birds, fishes animals, figure subjects and landscapes were painted in delicate under glaze blues, grays and greens. Berlin, Savres and other European factories adopted similar style of decorations and their popularity finally resulted in Japanese potters imitating in turn, examples of ornamental art which originally was inspired by the early work of the master potters of the old Japanese schools.



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Merchandising for Bigger Sales

Careful Buying, Fair Price Marking and a Good Rate of Turnover Are Some of the Important Factors the Small-Store Must Consider

MODERN retailing is a vastly different proposition from the methods formerly practiced in running a store. Today with a variety of goods unknown a decade ago, and with the art of window display and interior show of merchandise on such a high plane, the merchant has at his command, vastly greater resources for attracting the public to purchase the wares he has provided for them. Advertising is also a powerful factor in selling more goods today and the retailer who avails himself of a careful selection of newspaper space and also takes advantages of the many opportunities for sending out leaflets and other special announcements concerning special sales, etc., by direct mail, invariably finds that his store is a busy distributive center for all goods in his line. Competition has, of course, increased with the increase in population, but the merchant who hews close to the line and offers dependable goods at fair prices and extends the best service he can give, will find a bigger opportunity today in serving the public than was possible in the past. As there are many phases of retailing which apply to both the big department store and the small merchant, the latter can learn much from the former. But many innovations of great importance to the big store are impracticable of application to the small store. The underlying principles are the same, however, whatever the scale of retailing may be, and as many new enterprises are opened every year, the following article, will prove helpful for the less inexperienced and small store proprietors. It is quoted from the "Elements of Retailing" by Ruth Leigh, one of the most practical and interesting books on store management appearing this year.

Good Methods

Merchants who keep their business well in hand, sell for cash and pay for goods at short time taking advantage of all cash discounts, and give strict attention to business rarely fail.

MARSHALL FIELD

When a modern merchant decides to buy goods for his store, he gives it hard thought and does much advance planning. His problem is this: I want to carry in my store goods that people want and like. Unless I have what they want, they will not buy at my store. I must, therefore, find out what the people in this neighborhood demand, before I order my merchandise. This, then, is the important thing for a merchant or buyer to find out before ordering goods.

It seems, at first, difficult for a merchant to find out what his customers will want in the future, when many of them do not themselves know and have not even thought about future buying. Of course, that is always one chance a merchant takes in buying goods—he can never be absolutely sure that people will want them. Nevertheless, he plans long and carefully, studying his public and selecting goods which, to his best judgment, he *thinks* they will want.

In order to find out what people will want, a merchant considers it essential to study his public. Knowing what kind of people they are and all about them gives him some clue as to what, in a general way, they may demand. He walks around, talks with people, visits other stores, looks up what customers have bought in his store before, and does everything he can to acquaint himself with the needs and tastes of the buying public. Thus, among other things about his trade, a merchant finds it necessary to know:

(1) The number of persons who are likely to be possible customers of his store.

(2) How much they have to spend for the goods he carries.

(3) What particular kind of goods they will want.

It is frequently difficult for a merchant to get such information and, unfortunately, many buy goods without it. These merchants, however, do not always make much money in storekeeping.

Naturally, the first thing a merchant does to find out the number of possible customers in his town is to learn the population. Suppose his town has a population of about 70,000. As the average American family consists of approximately five persons, the merchant figures that there are about $14,000 families in his city. He knows that his

store will not get the trade of all of these families; he is content to get only a small part of it. Merchants in small towns, say with a population of 5,000, often figure that there is an additional 5,000 trading population from smaller nearby towns, making a total of 10,000 possible customers.

It is extremely important for a merchant to find out the number of possible customers before buying stock, so that he may know how much to buy. It is very easy for any merchant to find out the population of state, county, city, village, or township by consulting reports issued by the U. S. Bureau of the Census. These reports may be found in almost any public library. They not only tell the population, but give other interesting facts, as to how many men, women and children, comprise the population, their age, color, place of birth, occupation, whether or not they go to school, and many other facts that might be helpful to a merchant.

Before buying goods, it is necessary, therefore for a merchant to get some idea of approximately how many *possible* customers he may have, or the trading population *likely* to patronize his store. He cannot tell this definitely, but he finds out as well as he can. Once a merchant knows the extent of his possible trading population, he finds out approximately how much they spend, or can afford to spend, at his store. It does not pay a merchant to buy stock until he finds out whether his possible customers will want, or can afford to buy, a particular grade of goods. In other words, a merchant ascertains approximately how much money people in his neighborhood have to spend for the goods in his store, or how much they are accustomed to spending. Of course, not all merchants go so thoroughly into this question of finding out the spending power of the families in a locality, but it is of great help to a buyer to know, as nearly as possible, about how much will be spent in a neighborhood or town for different kinds of merchandise.

The most certain and reliable way of finding out what the public want is through "call" or "lost sale" slips. These are the slips on which salespeople write down every call made by customers for goods that the store does not have in stock. In most stores, salespeople keep all their slips until the end of the day; then they are collected and brought to the merchandise office, where they are carefully studied to find out what people want. One form of slip has a little stub at one end; this is torn off and filed in the merchandise office and the rest of the slip is sent to the buyer, who understands this call slip to mean: "Here is a record of goods on which we lost a sale in your department. Kindly look into this and let the merchandise office have your comment as to why we lost the sale."

The buyer studies the slip, talks with the salesperson and then writes his comment on it under the heading: "Department Manager Notes Here, Disposition Desired." The comment of the buyer is made in a few words, the explanations indicating what the merchandise office understands by these comments:

(1) Wrong department—This article was requested in the wrong department and the salesperson did not know it was carried elsewhere in the store.

(2) *In stock*—goods were in stock all the time, but the salesperson declared they were out of stock.

(3) *Approved wholesale*—I shall order a quantity of these goods at wholesale and put them in stock.

(4) *Approved retail*—I think we should buy one of these articles, if necessary at retail in another store, to supply the customer's order, but I do not consider it desirable to add this article to our regular stock.

(5) *Disapproved*—I do not think this request sufficiently important to either buy the article at wholesale or at retail to fill the request.

(6) *On order*—At the time of customer's request, these goods were on order but not yet in stock.

Thus when a buyer returns a call slip to the office, with a comment on it, the office knows exactly why the store was unable to supply the goods. Furthermore, by keeping a record of all goods requested, the store is able to draw conclusions as to what the public wants. If there are only one or two occasional requests for unimportant articles, the store does not necessarily regard these as an important trend of taste, but if there are repeated requests for th same article, that store soon realizes the importance of these demands and puts the goods in stock to give the people what they want. Every merchant realizes that the secret of merchandising success is knowing what people want and giving it to them, and these lost sale or call slips are a direct method of obtaining this merchandising information.

Another way of finding out what people want is by studying competitive stores to learn what they are selling. In fact, this method of sending someone to a competitor's store is the modern way of meeting competition and finding out what people want. In a small store this comparison work is usually done by a salesperson who is sent over to a competitive store during the day or afternoon lunch hour. In large store, however, special comparison shoppers are hired and they spend most of their time visiting other stores to study prices, service and merchandise. This is an understood merchandising procedure used by all large stores; Jones may know that a member of Smith's comparison force is studying his store; and Smith may realize that a member of Jones' store is looking around his store.

Buying Goods

After a merchant or a buyer has learned all he can about his store's customers and has a good idea of the merchandise he believes they will want, he is almost ready to go to market. One thing he does, however, before setting forth to visit the different wholesalers; he finds out, in a general way, what kind of merchandise he is going to see there. Now, it may seem almost impossible for a merchant, say in Steubenville, O., to find out before he reaches New York on a buying trip, what kind of merchandise he is going to see. There are, however, ways of doing this and a wise merchant gets this advance information, because it saves his time and energy when he reaches New York. Suppose an Ohio merchant, visiting New York, did not know what wholesalers were going to show him; he might visit ten or twelve different concerns, look at their mer-

chandise, and then place an order with two or three.

Here are some ways a merchant, say in Steubenville, O., can find out what merchandise he will see in New York.

(1) He reads trade publications regularly and carefully. These business papers are intended for retail merchants and wholesalers advertise their merchandise in them. Naturally, if a merchant reads advertisements and articles in these publications, he gets an idea of what leading concerns are showing. By reading articles in the trade magazines, a merchant finds out what goods are popular in other stores and gets other valuable merchandising idea.

(2) Most of the leading manufacturers and wholesalers send out circulars, catalogs and advertising letters to retail merchants to keep them informed of goods for sale. A wise merchant reads these various forms of advertising so he may know what to expect.

(3) A wise merchant talks with traveling representatives of wholesalers who visit his store and gets information about the latest merchandise from them. He may not buy goods from these salesmen, but he considers it important to talk with them and to post himself on business conditions and latest news.

When a merchant cannot spare the time to go to New York to buy goods, or perhaps, cannot afford the expense of such a trip, how may he buy for his store? He may place his order with traveling salesmen who call on him. These salesmen carry samples of their goods but the most satisfactory method of buying is for Mr. Jones to visit New York, look over the complete lines and then place his order. Leading methods of buying are summed up as follows:

(1) Personal trips to the market.
(2) Ordering goods through traveling salesmen.
(3) Ordering by mail, through a catalog or list.

Sometimes during a season Mr. Jones may use all three methods of buying. He may visit New York in September; by December his goods may be sold and he may buy more when the traveling salesman comes to his town. Then he may sell these goods quickly and may mail an order to New York.

Planning Purchase Sales

When a merchant buys goods, his aim is to buy as carefully as possible, so that his goods will be quickly sold. If they remain on his shelves and are not quickly sold, that merchant knows that the money invested in stock is tied up, and will not be released until he sells them. The chief aim of the merchant, therefore, is to choose stock that will be readily sold. One principle of retailing, therefore is: To keep only small quantities of stock on hand, yet always have enough merchandise to sell customers what they want. That seems an easy thing to do, yet it is one of the most difficult problems of the modern merchant.

A retailer buys only a little stock at a time, but he buys often. In modern retailing there is a method of avoiding loss from buying too much stock, and yet insuring a merchant enough stock to satisfy his customers. This system is known as *controlling purchases* and means simply, that a merchant buys goods in proportion to the amount he sells; if he does not sell much, he does not buy much; if he sells large quantities, he buys in equally large quantities. Thus, at the end of a month, a merchant is able to regulate the amount of stock in his store in order to have left just the amount he wants. This is a very simple system and is operated by planning on paper, as nearly as possible, how much merchandise will be bought and sold during a season. A dealer may not know exactly how much he is going to sell that season but he does know that he will not buy goods until he sells most of the stock on his shelves. Therefore, buying is regulated by the amount of goods sold.

Fixing Prices

When a merchant figures the retail price of his goods, he starts with their cost; then, knowing his store expenses and his desired profit, fixes a price high enough to cover these items. There is often some misunderstanding among retail merchants as to just what constitutes the *real cost* of merchandise. It may seem, on first thought, that the coset of goods is what a retailer pays for them. This is true, but the freight and cartage to deliver the goods to the store must be included also. Hence, the term *cost* in retailing usually refers to the price paid for the merchandise, plus freight and dryage charges and this combined cost is the basis used by modern retails to figure the retail price of merchandise. Some merchants figure that cash discounts received for prompt payment of bills should be deducted and the difference considered as *cost,* but this practice is not usually followed. Usually the cash discount is credited to a profit account. The merchant figures that the discount earned for prompt payment is an additional earning within his control; he may take advantage of it or not, as he sees fit. Therefore, he does not regard it as part of the cost of merchandise.

The rule for finding the selling price of any article is: Let 100 per cent equal the selling price of any article; from this subtract the mark-up in per cent; the difference is the cost in percentage. Divide the cost in percentage into the cost in dollars. That is 1 per cent of the selling price; add two cyphers to get 100 per cent, or the selling price.

If a merchant buys an article for $1 and sells it for $1.49, the difference between the two, 49 cents, is known as the mark-up in dollars. Mark-up in dollars is the difference between the cost and the selling price. Suppose, however, a merchant buys an article for $1, and marks it $1.49. It does not sell at that price, however, so he reduces it to $1.35. The difference between $1 and $1.35 is known as *gross margin,* or gross profit. Gross margin is the difference between the cost and the final selling price, after all price reductions have been made.

When a merchant says: "My gross profit was $20,000 last year," he means that the difference between the cost of his merchandise, $30,000, and its final selling price, $50,000, was $20,000, figuring in all price reductions made during the year. If a merchant buys $30,000 worth of goods which he sells for $50,000, the difference between the two gross profits, does not represent all the profit. Out of that $20,000, the merchant pays the expenses of

(Continued on page 200)

Fred C. Reimer Co., Inc.

141 Fifth Avenue, (at 21st St.)
New York

Distinct Individuality, is expressed in many new additions to the displays from the following factories, for which we are exclusive representatives for the United States and Canada.

"Theresienthal Crystal"

Stem Lines and Fancy Pieces

"Krautheim" Bavarian Dinnerware

New and Pleasing Decorations and Shapes

"Schierholz" Art Dresden Flower Goods

Lamp Bases, Center Pieces—In New Decorations

"Royal Dux" Fayence and China Line

Exquisite and Pleasing Bird Decorations

Lines from the above Factories will be displayed at the Pittsburgh Exhibit in Room 414 Wm. Penn Hotel — Jack Jonas — In Charge

Retail Store Advertising

The Only Practical Way of Utilizing Advertising for Building a Larger Customer List and Thus Expand the Store's Sales, Is Through Carefully Planned Advertising in its Several Forms.

ADVERTISING in one or more of its several forms is absolutely essential for the retail merchant today. This is as true in regard to the small store located in a relatively small town, as it certainly is true of the largest department store in New York City. And whatever the kind of merchandise sold or specialized in by the store, the better the wares of that store is advertised to the public, so will the sales grow. For advertising is the most powerful and universally understood means of acquainting the public of the character of a store and what it stock carries for the consumer. But as advertising—or the opportunity of writing a store message for the buying public, embraces many phases, and as the progressive store should not neglect to make fullest use of every good way of attracting the consumer to its doors, it is decidedly more profitable to carefully consider all the suitable forms of publicity than it is to rush in and hurriedly fill the space which is only contracted for at the eleventh hour.

To achieve the fullest measure of results with the utmost economy of cost, advertising should be planned out well in advance. Nothing can well be accomplished by hit-or-miss advertising, but the well laid advertising plan can be carried out to the greatest possible advantage. The result will be that the store publicity will be undertaken when it will be productive of the biggest results and by knowing precisely what is intended, a good deal of money will be saved by avoiding mistakes. The principles of good and successful store advertising are based on good business judgment, and are exactly the same whatever the size of the store. The smallest retailer can and should plan his advertising campaign as carefully as the largest store. He knows his goods and his trade and these are the two big divisions of knowledge which are alone essential to the writing of sales building advertising. The only difference between the advertisements of the larger stores and the smaller ones, is in the size of the advertising appropriation, the quality of the advertising should not differ materially. As there are several profitable and time-proven methods of getting the store's message across to the public, it will pay every merchant to know the details of each method. Knowing the great importance of store publicity as measured by profits and sales, we heartily recommend that the merchant add a few of the leading books on retail advertising to his office equipment. One of the latest good and informative books we have read is "Advertising for the Retailer," by Lloyd D. Herrold, professor of advertising in Washington University. From this volume we quote in part as follows:

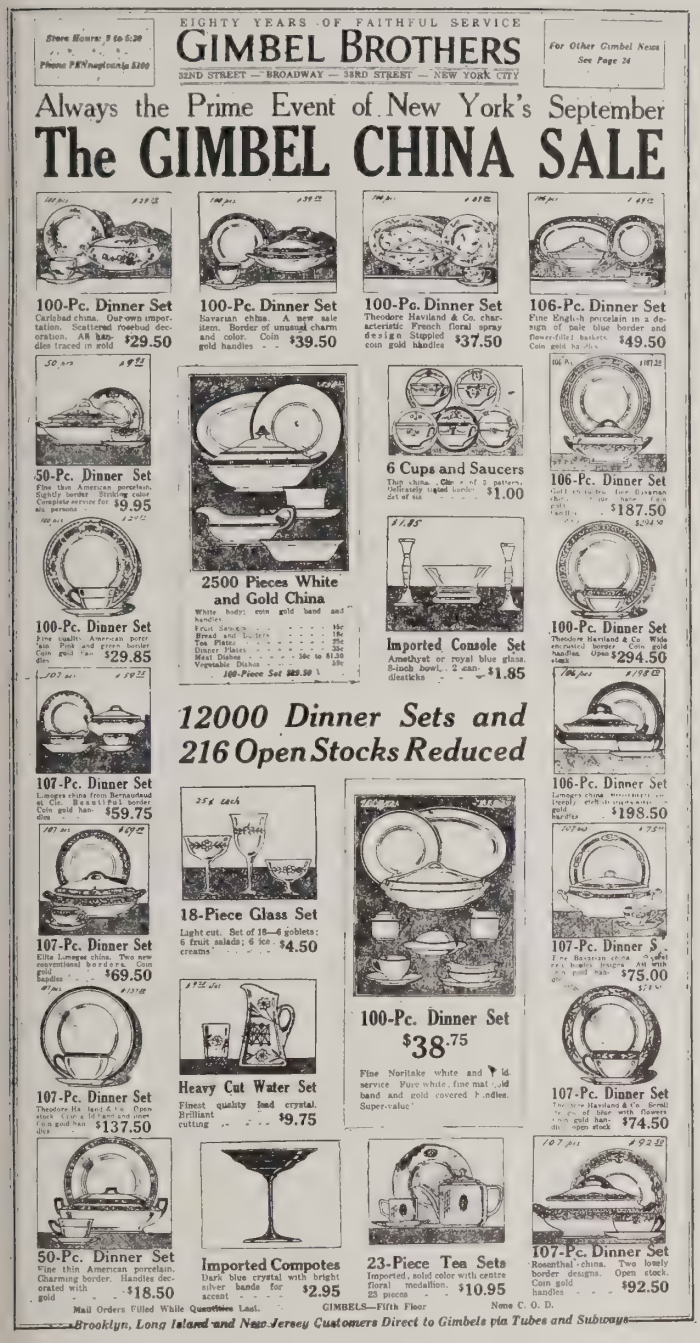
Asked the question, "Of what does a store's advertising consist?" the average person would probably reply, "Newspaper publicity." Although this is true in a narrow sense, from a broad viewpoint advertising includes much more than this. It includes, in fact, everything which becomes known about a business. Some forms of advertising are: newspaper publicity, window display; inside store display; show cards; posters; catalogues; hand-bills; souvenirs; package inserts; street car cards; demonstrations; store policy; store on the delivery wagons; floats; word-of-mouth advertising by both clerks and customers; in short, anything good, bad, or indifferent that brings the store, its goods, or its service before the public.

Of all these forms newspaper advertising is the most important for the average business. It brings the store's message to the greatest number of people in the most effective way commensurate with the cost. Advertising tone, display and diction are being constantly bettered. It is only by keeping step with progress in publicity that the

Advertising Is a Service

ADVERTISING does more than sell goods for the merchant. It also performs a real service for the consumer. It tells him about new goods, creates new values by telling him about new uses for old goods, and in general increases his happiness through helping to bring about a higher standard of living. As an illustration of increased comfort of living, advertising has brought about the use of the vacuum cleaner and the power washing-machine and is bringing into general use such practical appliances as the electric ironer, the laundryette, a drying machine for clothes and the dish-washer. In these ways advertising is contributing directly to cleaner, happier and more healthful homes. The electric stove is now being advertised extensively. When this improved means of cooking becomes more widely used, advertising will have added another to its already long line of achievements which have helped to reduce the amount of time and the amount of drudgery connected with housework. For the purchaser, advertising creates value by bringing to his notice new uses for an article. The more it calls attention to the points of its superiority in an article, the more the customer values the article. Advertising is an educator. It brings knowledge of new wants and new comforts. It raises the standard of living. It tells of new goods and new methods of solving the problems of everyday life.

retail merchant of today may hope to appeal effectively to the readers of his advertisements. Mere statements are not sufficient. The public demands advertisements that are



Interesting Merchandise at Interesting Prices and Good Layout Are Here Shown

interesting because of the specific facts which they contain. Exaggerations and generalities no longer attract customers to a store.

The small retailer, moreover, is in constant competition with the publicity of department stores, mail-order houses and other distribution organizations. The advertising of these concerns is excellent. To compete with them successfully, the small retailer must use effective advertising. He should approach his advertising problems with an open mind, giving each phase of them careful study. He must know the tastes of his customers, realize how the goods of his store fill his customer's needs and then advertise convincingly, keeping constantly before him, the customer's point of view.

Many merchants do appreciate the importance of advertising and for that reason fear to trust it to anyone else. The head of the store is usually a very busy man. Advertising is but one of his duties. Many times he slights it or hurriedly passes it on to the newspaper. The same merchant if invited to talk before a hundred of his customers, would spend hours polishing his message and fitting his ideas to his audience. Is there any justification for his dashing off his advertisements, in five or ten minutes? Hundreds of his customers read his advertisements and,



Brief, Informative Descriptions Are Here Used as Convincing Selling Points, Which the Pictures Illustrate

largely through them, gain their ideas of his store.

It is apparent that the "business card" of advertisement does not pay. There is nothing in it to interest any one but the exceptional reader who consciously is seeking direction. This type of advertisement may possibly draw patronage from strangers in a town who need professional

services in an emergency. It gets no business from others, however, because the buyer of services and goods must be told not only *who* is but *why* the public should deal with him. It should be remembered, that the advertsement which says nothing interesting, is not consciously seen by the majority of hasty readers of a newspaper.

The price paid for the space in the newspaper is not the only loss resulting from advertisements of the announcement type. A far greater loss arises from the failure to take advantage of the opportunities for increasing profits



Effective Publicity in Small Space, in Which Dignity and Distinction Are Happily Combined with Conservative Selling Talk

and good-will through interesting and definitely informative advertising in this space. Much advertising prepared by syndicates and others who have never seen the particular store that utilizes their services, has the fault of not really reflecting the characteristics of that store. They deal in generalities that apply to John Doe's, Richard Roe's, or Tom Jones' store equally well. Advertising is not a thing apart from the rest of the store activities. The store, its policies, its goods, and its services exist first. The advertising can only reflect them.

Good advertising from the standpoint of the public is advertising that reflects the character of the store, that is interesting, that tells the truth, that really describes the goods, that aids in buying. The primary reason why people trade away from home is the fact that much mail-order advertising is exceedingly good, while local store advertising often is ineffective. The mail-order advertisement tells the reader in an attractive way as all the things he wants to know about the goods advertised. The local store advertisement must do the same if it is to be effective. A merchant advertises for one reason only—to get business. He gets business only if his advertising really serves the public?

Widening the Market of the Store

It is not difficult to find many examples of retail stores which have widened the field of their activities through advertising. Right in your own town, no doubt, there are merchants who draw heavily from wide surrounding trade areas. In practically every instance, continuous advertising, backed by efficient store services, has increased the sales of the store and attracted people from great distances.

After selecting a town of 5,000 inhabitants in North Dakota as the location for his store, one merchant secured the services of a prominent city architect to draw up the plans for the erection of a model store. In this merchant's own words he specified that the store must be "the largest, brightest and handsomest country-town store in the state." This is exactly what he operates today. Fully 80 per cent of his trade is with farmers. Many of them drive regular, twenty and thirty miles to trade at his store, and several hundred of them live over fifty miles distant. They have been quick to show their appreciation of this splendid store, the annual sales of which are over $650,000. The wonderful success of this merchant is the result of

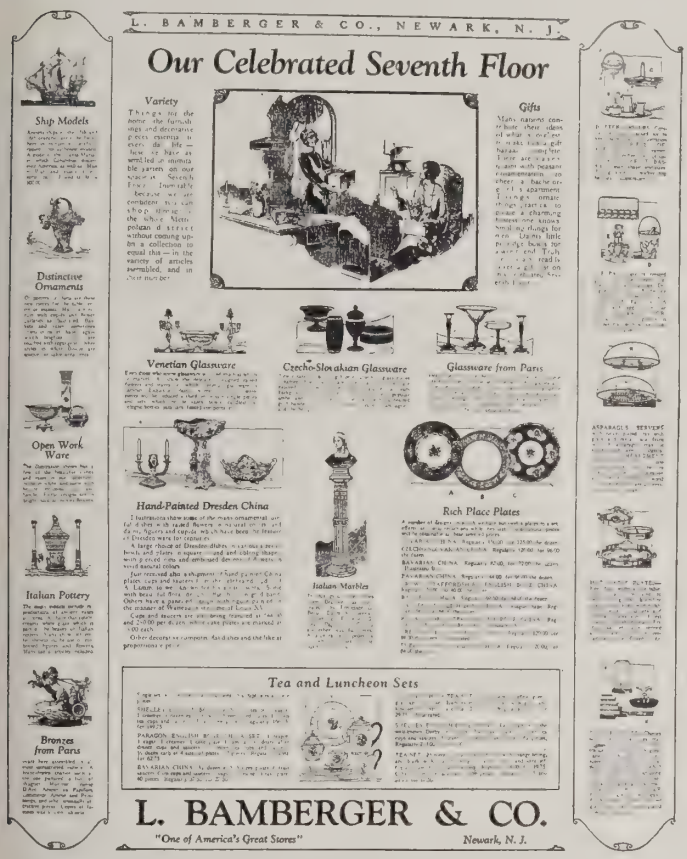


An Unique and Effective Use of Small Space to Point Out the Xmas Possibilities of Useful Small Wares

efficient merchandising, one branch of which is retail advertising.

An Ohio village of a thousand people boasts a store which does an annual business of over $500,000. This store does a hustling, thriving business. An interurban street-car line connects this small town with a city of 60,-

000 people. But, strange to say, the interurban carries people from the large city to shop in this town, instead of carrying the people of the town to the large city. This store attracts customers who drive in their automobiles for fifty miles in order to trade where they know their interests are well served. The owners of this store are splendid advertisers. They make use of newspaper space regularly; their store windows are constantly made a center of attraction; and special attention is paid to the arrangement of the interior of the store. A mailing list of some



Artistic Layout Enhanced by Pictures Suggests the Gift Possibilities of China and Glass to Good Advantage

12,000 names is maintained by this store in order to send circulars describing store offerings to the customers.

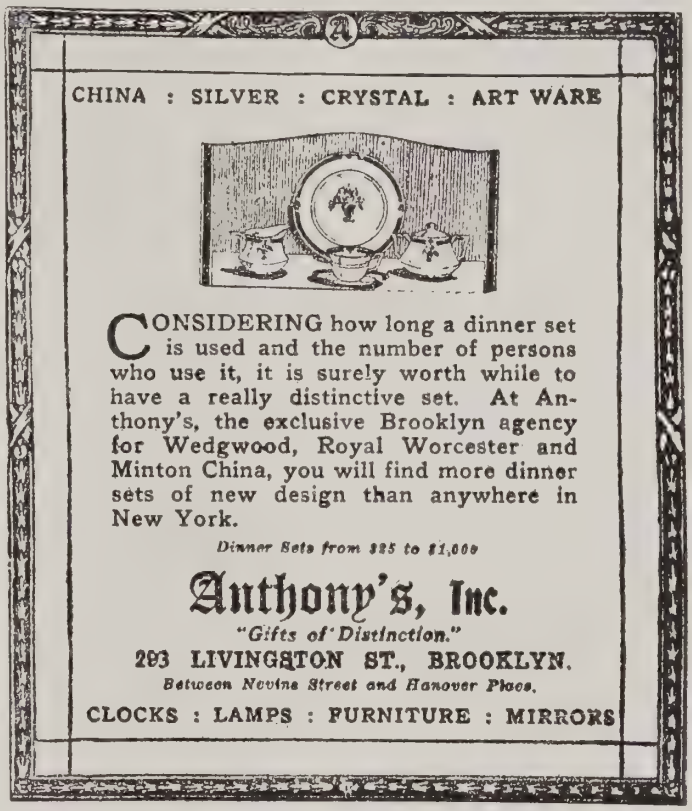
The Advertising Campaign

The advertising campaign consists of three important steps: (1) analyzing the trade territory; (2) fixing the objective—determining the volume of business than can be secured from the territory and (3) setting aside the advertising appropriation. In planning the advertising for the store these three steps follow in logical arrangement. When the facts about the trade territory are known, the merchant can ascertain what proportion of the trade can be secured by his store.

The information needed for a trade analysis may be secured from a number of sources, including newspapers; companies who make a business of compiling information of this nature; state and federal census reports; count and city directories and from friends. It is also practical to make personal investigations, particularly in rural districts. Here can be noted the condition of the land, farming machinery, buildings and other earmarks of financial conditions.

On the basis of the results secured from the analysis of the trade territory, the merchant is able to estimate the volume of business which his store should secure with the aid of effective advertising peculiar conditions of the business, the nature of the market, the cost of merchandise, and the profits which can be secured from handling the particular line of foods, as well as the operating costs of the business, all bear directly upon the determination of the volume of business which may within reason be secured through adequate advertising. No definite rules can be stated governing the conclusions to reach regarding the progress that is desired. Each merchant must decide that accordingly to the facts which has at his command. When the objective is determned, the steps which are necessary in order to secure the results are relatively simple to carry out.

A definite amount of money set aside to carry on the ad-



A Small Space Advertisement of the Prestige Building Type, Which Creates Interest and Reflects a Sound Merchandising Policy

vertising activities is called the appropriation. The dealer should have a definite plan of the amount to be spent for advertising during the year. In a measure this will guard against the spending of more money than the returns warrant. The merchant also knows definitely in this way what he can afford to spend, and he not likely to be "sold" advertising propositions of questionable value. By deciding on the appropriation and plan in advance, time enough can be given to the whole advertising problem to obviate quick and careless decisions from day to day. Unless there is a definite plan and appropriation, the advertising is apt to be haphazard instead of harmonious.

From the retail standpoint three methods of determining the amount of advertising may be followed: (1) a definite amount of money may be set aside to put over a specific advertising task (2) an amount of money approximating what the competitors are spending, may be set aside for advertising if the conditions warrant it (3) or an appropriation based upon a percentage of sales may be followed. Of these three ways, only the last needs to be considered as it is by far the most widely adopted by retail concerns.



A Good Illustration of the Use of Many Pictures and Short Descriptions, to Graphically Suggest How to Express the Xmas Spirit

In normal times the department store will set aside an appropriation for advertising equaling approximately 2½ per cent of the volume of sales for the entire store. There are a number of considerations which determine what percentage of their sales the various departments of the store shall spend for advertising Staples on which the margin of profit is not large, ordinarily do not receive much advertising. Unless there is a reason to believe that heavy advertising will move a tremendous amount of these goods, or that advertising them will sell a large amount of other goods as well, the advertising expense for these staples should be low—possibly as low as 1 per cent of the total sales.

Heavy advertising is justified in lines which, when advertised, tend to bring people into the store. If a store is introducing a new line of goods, relatively more money should be spent in advertising. Each store has individual problems. Each merchant must solve these problems in accordance with the demands of his business. A general

FIFTH AVENUE **James McCreery & Co.** 34TH STREET

September Sale of CHINA

The Entire Collection of Open Stock Ware at 20% off

(Also some odd sets to go at 50% off)

Our entire collection of open stock dinnerware, including exquisite services of Limoges China and English Porcelain, at 20% off. At this same great reduction there are Tea Sets, Breakfast Sets, Coffee Sets, Salad Sets, Cereal Sets, Cake Sets, Children's Sets, Vases, Candlesticks, Compotes, Flower Bowls, and other examples.

On three tables there are individual offerings, some priced as low as 12c. This is surely the time to replenish the China Closet and the Pantry Shelves.

100 piece dinner sets at 20% off



American Porcelain Service with border of roses in conventional design, was 35.00. Now, less 20% 28.00

American Porcelain Service with border pattern in soft green, gold and rose, was 48.00. Now, less 20%, 38.20



100 piece dinner sets to go at 50% off



Set of French Limoges with Grecian Key border in green and gold, was 140.00. Now, less 50% 70.00

Set of French Limoges with Chinese border in soft pastel colors, was 95.00. Now, less 50% 47.50





English Porcelain Set with Pandora design in Wedgewood Blue, was 49.50. Now, less 50% 24.75

English Porcelain Set with wide flowered border in blue, rose and gold, was 78.00. Now, less 50% 39.00



September Sale of McCreery Glassware

During this sale we offer exquisite glassware at remarkably low prices. It is not possible to list all of these lovely things, but here are a few that show the general tenor of these values:



45c Iridescent Stemware at 33c

Goblets, Sherbet, Wine, Cocktail, Cordial and Ice Tea Glasses of shimmering rainbow-colored beauty at a price lower than ever before.

Glass Tumblers—very special

Plain Lead-Blown Tumblers 60c doz.
Optic Tumblers 80c doz.
Light Cut Tumblers 1.00 doz.
Cut and polished Tumblers 1.80 doz.



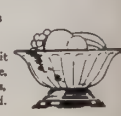


Iced Tea and Lemonade Sets 1.95

A tall tankard jug, six 12 oz. tumblers of needle etched design with six dainty, colored sippers, complete a set that improves every beverage.

1.00 Tinted Glass Bowls at 75c

Charming for flowers or fruit are these iridescent Jade, Blue or Russet glass bowls, complete with black stand. 9¾" wide x 4¾" high.



Two Water Sets of remarkable value, 1.25 and 2.00. Both sets consist of pitcher and six glasses, cut in pretty floral and foliage patterns. Regularly 1.50 and 3.00.

Cut Glass to Be Closed Out at Less Than Cost
Sugar and Cream Sets, regularly 5.50 Now, 2.50
Candy Compotes, regularly 6.00 Now, 2.00
Also numerous other interesting items.

(*Sixth Floor*)

rule may be stated: *Spend as much money on advertising as will cause the net profits of the department to continue to increase.*

The Selling Points

After a store has decided to advertise the first step is o select what to advertise. Having chosen the goods to e advertised, the next step is to find the selling points, which the merchandise possesses. Selling points are facts bout goods or services that will tend to induce the public o buy them. They are the qualities or features of the goods or services which arouse a desire to possess them. Notice the difference between the two following advertisements featuring the same article:

Clearance Sale of Floor Lamps

We overstocked on certain patterns of beautiful floor amps and we are going to sell them at cost until the stock s cleaned up.

First Come, First Served.

Harmony of Line and Coloring

Only a lamp designed as one complete unit—shade, base, ixtures, and each detail of trimming and finish—could ossess the harmony of line and coloring, the perfect proortion, the flawless beauty, that distinguish every almco amp.

The first advertisement aims to make the appeal a price ppeal, but it gives no specific price. The only bit of description is contained in the one word "Beautiful" and, ince every one has a different idea of what constitutes eauty, even this is too general. The second advertisement ppeals to women who appreciate what design and fitness ean in a floor lamp. The appropriateness of a lamp for he room for which it is bought is most important to the areful buyer. No specific description of the lamps is iven in the advertisement, but a definite appeal is made. o sell merchandise it is essential that facts are stated bout the goods that will make the readers, at least some f them, wish to buy the goods. Such facts are called elling points.

Finding the Selling Points

There are eight available sources from which advertisg material may be derived. These sources are: (1) the uyer of the merchandise (2) the manufacturer—this inludes literature usually known by the term "dealer helps," dvertising and direct information (3) the goods themelves (4) traveling salesmen (5) clerks and salesmen in he retail store (6) personal selling by the advertising riter (7) friends (8) public library—the texts and enyclopedias which give the history and important facts bout many of the articles in stock. Other sources of less mportance may suggest themselves from time to time.

In searching for the selling points of an article, list n a sheet of paper the qualities or characteristics of the rticle, the things the article will do, the functions of the rticle. It matters not whether these facts which are otted down are exclusive features of the article or comion to all articles of the class. Jot them down as they occur. Study the article as a scientist would. Weigh it. Hold it in the light. Look through it. In fact there is no limit to the things which may be done with the article in order to find out the very important facts which are needed for the advertisement.

The purpose of the advertisement is to help the reader to buy—to give him the information which he needs about the article. For that reason, price should be used in the advertisement of the retail store. To a majority of people, price is a vital part of the information. It is a prime influence in their buying. Whether they shall buy, depends, with this majority, upon whether the price and their pocketbooks tally. Failure to mention price in an advertisement may kill interest in the article, for many people argue that, if the price is omitted, it is because the cost is prohibitive. There may be a small class to whom price is immaterial but the number is negligible. Most stores cannot afford to cater to these people alone. Price, then, has such an influence on the decision to buy that it should be omitted only in the very exceptional case. The safe rule is to mention it always.

No consideration of the use of price in advertisements is complete without taking up the question of the use of comparative prices. The term "comparative prices" refers to the comparison of the latest price with the former price of the article. Such statements as, "Formerly $5, now $3.75," or "Real value $5, our price $3.75," are examples of comparative prices. As a general rule, retail merchants should avoid the use of comparative prices in their advertisements. How is the woman reading an announcement like, "Worth $5, now selling for $3.75," to know that the statement is true? Whose estimate of the value is it? Are retailers apt to sell merchandise for less than it is worth if they can get more for it? In reality, retailers use comparative prices in order to make the readers of the advertisements think that the articles are better than they are. It is a well known fact that women today know just about what articles are worth. When they discover that goods are not worth any more than the price asked for them, they will lose confidence in the retailer who dishonestly attracted their attention to his merchandise.

In stores where comparative prices are used, the advertising man must be constantly on his guard against overstating values, particularly if the merchandise to be advertised is to be selected by some one other than himself. Buyers are prone to be overenthusiastic and at times make extravagant claims of quality, style or price that need to be discounted. It is only natural that the buyer should be most favorably impressed with his purchases, and, although he will not intentionally misrepresent the goods, he may overestimate their desirability. To him merchandise may seem a better value than it actually is.

A business man may succeed with fake sales schemes and dishonest practices for a time, but the public will soon discover his crookedness and cease to trade with him. There may have been a time when people liked to be "humbugged." If there ever were such a time, it has passed.



Spode's Blue Tower Pattern

COPELAND & THOMPSON, INC.

206 Fifth Avenue, New York

Sole Agents for the United States for

W. T. Copeland & Sons

Stoke-on-Trent, England

NEW SAMPLES WILL BE READY FEBRUARY 1, 1924

SPODE IMPERIAL EARTHENWARE
CROWN BODY EARTHENWARE
CHINA SERVICE PLATES

White China Table Decorations



The Trend of Business

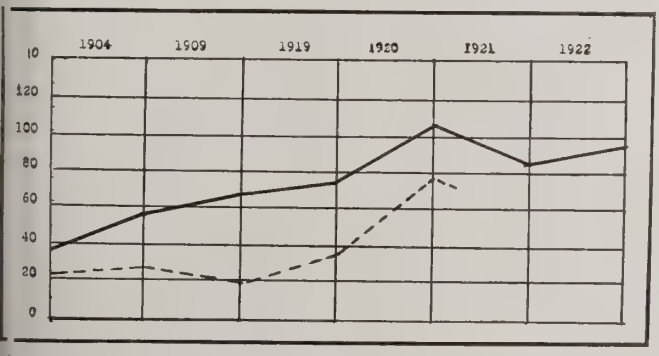
Some Facts and Figures Which Indicate the Ebb and Flow of the Business Tide, and Show the Up-Swing Begun Last Year is Steadily Continuing

By Stillman Taylor

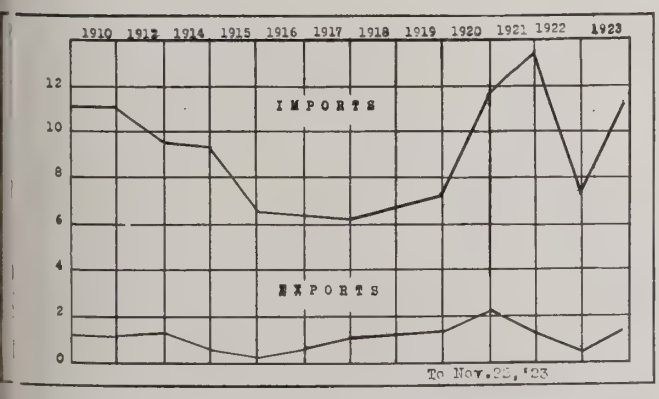
WHILE there are a good many merchants and manufacturers and bankers and some economists, who are inclined to depreciate the up-strides hich business has been making for the past twelfth onth, by saying that, "the readjustment process must ntinue for some time yet before the country is back to rmal." This is conservative certainly but we do not lieve it is entirely true. Statements like this are quali-d too much and are decidedly too general to prove in-rmative to anyone.

And this is so because "back to normal" may mean ything or nothing. If the business man interprets the rase to mean back to the normal years of pre-war days—y 1910-14—it means nothing. Why? This question is sy to answer. Because business and the world's methods doing business have changed since 1914. The war l the business system of many encumbrances. It taught vidly and graphically much that was practical and effi-nt and business expanded throughout the Nation to ich proportions never before attained. Today, business being conducted on these modern lines and the past can no longer be accepted as a precedent of the future. It may continue to hold true, "that history repeats itself," which means, of course, that human nature will manifest itself in much the same way under like circumstances. But this old axiom has already been pretty well qualified by the panic years of 1920-21. The depression of 1857 was repeated in '73, but not in 1920-21. That is, the most serious phase of the slump was most effectually prevented. This was due to a modern banking system, entirely original with this country, to the Federal Reserve System, which promptly curtailed credits and prevented inflation from continuing. There were terrific price declines and many failures but there was no panic comparable to the depressions of the past.

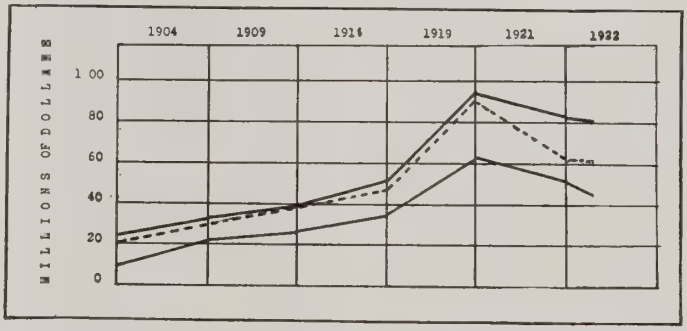
Business is now being conducted on more scientific and economical lines than ever before and while much improvement may be made, a great deal has already been accomplished. Back to the normal of pre-war days, today means nothing, for the simple reason that the old level is being replaced with a new one. We are still in



tery Production—Upper Line Shows Value of Pottery Products, Wages Indicated by Dotted Line



C na, Earthenware and Stoneware Imports and Exports, ot Including Chemical, Electrical and Sanitary Wares



Glassware Production—Upper Line Shows Domestic Production of Bottles and Jars. Dotted Line, Wages. Lower Line, Value of Pressed and Blown Ware

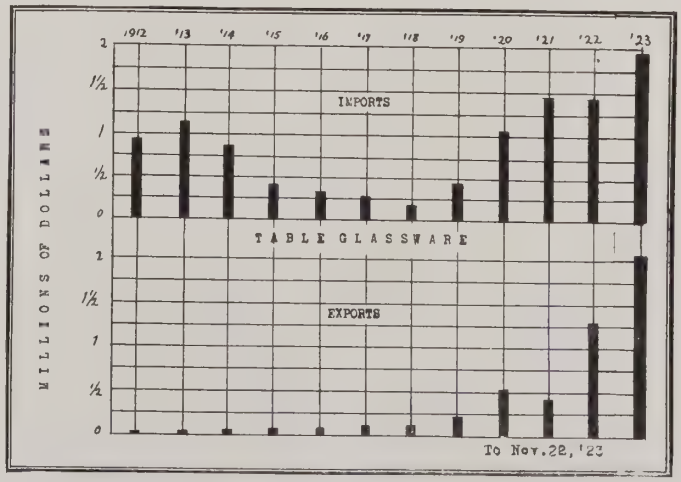


Table Glassware Imports and Exports

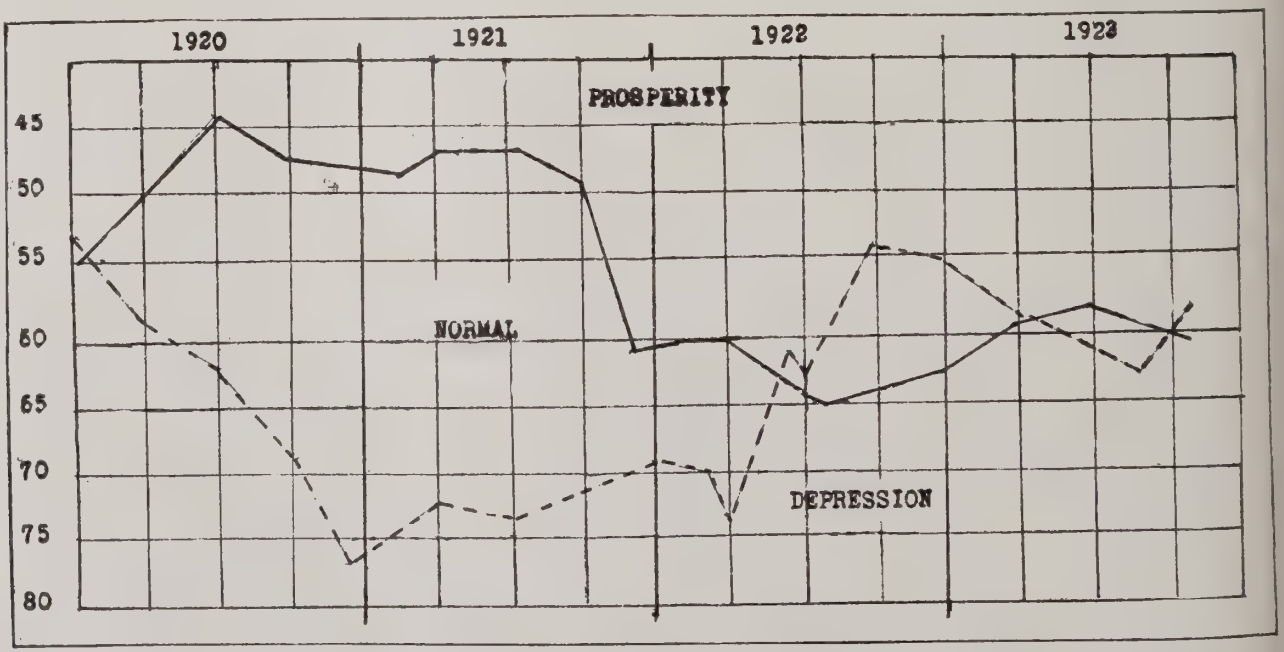
the readjustment stage, but the readjustment to come—that is now being worked out, will be a sounder and more stable business foundation upon which national, and very likely, world prosperity, may be more safely built. Back to normal we will doubtless go, but that means back to a broader and less burdensome taxation system, more and better governmental aid in business, and so on. Business is now so much better off in 1923 that it certainly will not return to pre-war normalcy. To paraphrase Bacon—In running their race, many business men look back too much—which is a mark of a bad runner.

The tide of business is a good deal after all like the tide at the seashore and while it ebbs and floods, the average is maintained. Business has its low and high tides—cycles of prosperity and depression, the causation of which is dependent upon a large number of factors. Just now, the Nation's business tide is on the flood and we look for the tide to rise immeasurably higher than it is today. Just how great, will be the incoming wave of prosperity, will depend upon the rest of the world. We have become so big a producing nation that the domestic markets will no longer suffice. To attain the prosperity forward-looking observers anticipate, the doors of the foreign markets must be thrown wide open. Some of these doors are only open a little way, while other doors which are big enough to admit a very large quantity of goods—Russia for example, are entirely closed. And this is one of the very big factors of our prosperity—our foreign trade. One of the disappointing aspects of our foreign commerce is, and has been for many months, the alignment of imports and exports. Exports have lagged far behind imports. This is a good thing for producers in Europe but not so good for producers here and it is essential that our manufacturers find an outlet for all the goods they can produce in order that the Nation may enjoy the fullest measure of prosperity. The comparative volume of imports and exports are shown in the graphic charts herewith. It will be noted that while the relationship between imports and exports of table glass ware are fairly close, there is a very wide gap between the same figures covering china and earthenware.

Domestic pottery production for the year 1921, which has just been issued in the 1923 report of the Census of Manufacturers, gives the number of establishments as 271, number of workers, 28,458; wages, $35,355,509 and value of products, $84,217,427. This latter figure compares with $74,919,186 for the year 1919 and with $36,942,606 for the year 1914. The production of white ware including C.C., semi-porcelain and semi-vitreous amounted to $29,744,343 in 1921, porcelain china, bone china, beleek and delft, $4,262,331; hotel china, $7,888,191; stoneware, yellow and Rockingham wares, $4,920,378.

In the distributive trades the total of sales of the leading mail-order houses shows an increase beginning with the Fall season. The sales of Sears-Roebuck were $22,557,000 and sales of Montgomery Ward, $15,000,000 for the month of October, which are records. Department store sales show a small decline for October and November, due to the warm weather which slowed up the movement of clothing and allied lines, but present indications show that the poor showing will be largely effaced by the heavy volume of Christmas buying.

The outlook for the new year in the crockery and glass trades is excellent, as it also is in general business. While 1924 is a presidential election year we do not look for any depression. The slight slackening in trade is wholly seasonal and the outlook for 1924 is a cheerful one with all indications pointing to a steady expansion of business and trade over that of the year now drawing to a close



Solid Line Shows Interest Rate—Index Number 100, Equalling 5%, Shown by Normal Line—60. Dotted Line Shows Price and Volume of Trade, Based on 1912 as Normal Year. Figures at Left, Show Federal Reserve Bank Ratio

The Buyer and His Answer

The Questions When, What and How Much to Buy, Are Well Answered By the Facts Disclosed by the "Model Stock Plan"

ONE of the most difficult problems in retail merchandising must be solved by the buyers. These men who merchandise for their departments are confronted with a hard nut to crack in determining accurately how much merchandise to buy, when it should be bought for the best advantage of the department and what goods will prove the best to boost sales at this or that season of the year. The buyers position is a most responsible one and that the successful departmental merchandisers show an almost perfect score in picking goods for the public, is due to keen observation in determining what the consumer wants, backed by long experience in selecting merchandise, coupled with an intimate knowledge of the leading wholesale markets. But scientific methods may be introduced into the management of a store to prove of great assistance to the buyers and one of these modern methods is the "Model Stock Plan." This article discusses many important phases of this plan. It is by Edward A. Filene, president, William Filene's Sons Co., Boston, and is one of a series, appearing in System Magazine. We quote in part as follows:

> **IT is a common merchandising error to tie up a lot of money in stocks considerably ahead of the selling period, so that when demand develops for reorders or in unexpected directions, there is no reserve purchasing power to meet it, and no chance to avert heavy losses on the stocks already bought. The ideal way is to make plans so carefully that you can buy to the best advantage, yet keep so sensitive to trends in demand, and so closely in touch with resources, that you can swing into a profitable sales current as soon as it discloses itself.**

The model stock plan is a scientific plan, based on experience, of comparing your stocks with those of competitors, and of having the goods customers want. These advantages, and the records and forms that help to modify and correct stocks constantly from actual experience according to customers' actual demands, give a total power to the model stock plan that makes it incomparably better than rules-of-thumb, or the trial-and-error plan of buying used in the past and for the most part in the present.

If the model stock plan at first seems more difficult than the old way, any actual added difficulty is more than compensated for by increased sales and increased total profits.

In the previous instalment I discussed "BB's"—the best buy in your town of a given article is a "BB." No BB will satisfy all customers, of course, no matter how good a value it is. Now, since we have seen that fully 85% of your stock should be concentrated in the full lines, how should the full lines be built up after you have selected your BB's? The full lines, including the BB's, must meet practically all demands of customers. Therefore, you must add to the BB's such other goods as are needed.

First, you must have staples: at least as many as your competitors carry, and at least all that your customers are likely to demand. It may sometimes be desirable to arrange for a different and slower rate of turnover for staples than for novelties. One of the big objectives in the technique of retail distribution is an adequate rate of turnover. But it is sometimes felt, and is doubtless true, that too fast a rate of turnover may result in not keeping a sufficient stock to meet the demands of customers. If this is true, it applies especially to staples. Novelties ought to turn as quickly as possible, the quicker the better. It is possible, therefore to overcome some of the objections to the constant striving for a faster rate of turnover, by setting one desirable rate for staples, and another for novelties.

Let me emphasize again by way of warning not to lay too great emphasis on statistics; as I have said before, the method of merchandising described in these articles is a planning method. It deals with the future. The amuont you are going to be able to sell, and the profit you are going to get as a result of selling, depend on the skill you employ in planning for the future—in planning to have on your shelves the right goods, at the right time, at the right prices, and in the right quantities.

The model stock plan reflects your best judgment as to what you expect to do—first, in rather general form for a considerable period, and then in more and more detail as you approach the time of actual selling.

You place orders for merchandise according to your plan. But you buy wisely only if you reserve a sufficient leeway of purchasing power to enable you to meet conditions which may arise unexpectedly and cannot be anticipated. It is a common merchandising error to tie up a lot of money in stocks considerably ahead of the selling period, so that when demand develops for reorders or in unexpected directions, there is no reserve purchasing power to meet it, and no chance to avert heavy losses on the stocks already bought. The ideal way is to make plans so carefully that you can buy to the best advantage,

yet keep so sensitive to trends in demand, and so closely in touch with resources, that you can swing into a profitable sales current as soon as it discloses itself.

The main facts a buyer has to draw on in planning are the following:

(1.) Statistics showing what was sold of each class of merchandise in previous seasons—this is the history that enters into the making of the plan;

(2.) Statistics of what is currently selling—the facts by classes and amounts of merchandise, gathered day by day;

(3.) Records showing the kinds of merchandise that customers are calling for and that cannot be supplied from stock;

(4.) Information, presented in statistical form or otherwise, as to what competitors are selling that you do not have in stock;

(5.) Early data regarding merchandise offered or to be offered by manufacturers and wholesalers;

(6.) What is selling in other cities or abroad;

(7.) Information as to general style trends;

(8.) Imagination and creativeness in style;

(9.) Information as to the probable purchasing power of the community as compared with commodity prices.

These are not listed in the order of their importance. They are all essential, integral parts of proper planning.

The period that the plan can cover naturally varies with different kinds of merchandise. I can explain best by being specific, however. Therefre, let us assume in this discussion that general plans are made twice yearly, as in our store, to cover periods of six months each, running from September 1 to February 28, and from March 1 to August 31.

These figures are made out two months before the first of the period—that is, not later than July 1 for the period beginning September 1, and not later than January 1 for the period beginning March 1. Therefore, they anticipate the end of the period by eight months. They can be only good guesses. But they can be very good guesses indeed if they are made with care and are based on the figures of previous seasons, plus the knowledge of wherein those figures were inadequate or faulty, plus the most up-to-date knowledge of the present trend of merchandise. If the demand for a particular class of goods is much greater this season than last, and you should obviously have a much larger investment and greatly increased sales, then the previous season is only a standard from which to deviate.

Everything starts from the six-months' plan. However, since the figures are set so far in advance, they must be somewhat elastic so as to be corrected by experience from day to day. In some departments they have to be revised considerably downward as the season advances; in others, upward. Successful management will, however, see that they are lived up to, either in the original form or with such changes as the management may from time to time itself approve. The summary of the plans of all departments, however, gives you a very fair idea of how much total investment is to be put into the merchandise stocks, and what the expected sales are.

The total merchandise investment is an important figure, and should be studied carefully. Although the analysis of the planned stock of each individual department by itself may appear to indicate that the merchandise investment is right, it may be found, when the stocks of all the departments are totaled, that the aggregate is either a larger or smaller amount than the business as a whole should invest in merchandise—in view of its financial position, its plans for the future, economic conditions, the business outlook, or any of the other factors that go to determine policy.

It is obvious that if the stock of each department is truly right, then the total must be right. If the total stock is larger or smaller than it should be it is equally certain that the stocks of the individual departments contain weaknesses.

Nevertheless, the mistake should not be made of starting with a total investment and attempting to divide it among the departments by allotting to each one an arbitrary capital to invest in merchandise. The proper proportion can be determined only by starting with the model stock analysis of each department and thence deriving the total for the store. If the total is too high or too low, the proper remedy is to take care of the excess or deficiency, not by arbitrarily cutting or augmenting the proposed stocks of various departments almost at random, but by restudying and correcting the model stock analysis of each department, deriving a new total, examining that amended figure in the light of the questions of general policy and, if necessary, reanalyzing again and again the stock of the individual departments until they represent a total investment that is satisfactory.

Supplementary figures based on the six-months' plan plus present conditions should be made up every other day for each department and for the store as a whole. They should show current results in direct comparison with the plans originally set up and should serve not only as regular reminders of the original plan and as guides to how well it is being lived up to, but also as a means of furnishing from current experience a better basis of planning than the figures set down as estimates at the beginning of the half-year period. To each department head and division manager should be sent the figures concerning him on which he can base his day-to-day planning.

The first and most obvious benefit to be derived from these figures is the information which they supply concerning the sales volume. A comparison of the items numbered 3 and 7 on this form shows the progress of sales volume toward the goal set for the month. Item 8 shows the daily average required for the remainder of the month to achieve that plan.

To illustrate the usefulness of this comparison I might cite a case from our own experience. A sub-department head had planned to do a $6,000 business in one month. That is a daily average of about $230. The first day's sales were only $123. Of course, a single day's sales

Let Better Salesmanship Do It

There Are Two Prominent Leaks in Efficient and Economical Store Management Which Result in Waste and These Are Advertising Which Proves Ineffective and Salesmanship Which Loses Sales

WHILE there are many phases of the question which must be considered to check up the waste in the distribution of merchandise, there are some factors which are now serving to drag down the net profit of many retail stores which should be fairly well known by the store executives themselves. These Simese-twins of profit absorbing propensities are badly planned advertising space and inadequate salesmanship. Discussing this dual subject, Prof. H. R. Tosdale, of the School of Business Administration, Harvard University, says in part:

What is wrong with distribution? Producers, distributors and consumers all claim that there is something wrong with it. The manufacturer and the farmer claim that the goods they produce cost too much when they come into the hands of the ultimate consumer. The consumer claims that he pays too much for goods—that too large a portion of the price he pays is represented by the spread between the cost of production and the consumer's price. The wholesaler and the retailer claim that they are not getting even a fair return for the services they perform.

It is a remarkable fact, however, that for very few commodities and for a very small proportion of business have we any exact information as to the cost of distribution. We have some data as to the cost of retail distribution in certain lines, as well as some relating to the cost of wholesale distribution, but we have practically no collected data dealing with the total cost of distributing commodities from the manufacturer to the final consumer. So, when we speak as distributors, producers or consumers and complain of the cost of distribution, we are acting on the basis of the vague feeling that the machinery of distribution is not operating as smoothly as it should.

It is fairly evident that if we could learn what it costs to distribute various classes of commodities, we should have a point from which to proceed in attacking the problem of high distribution costs. We know, obviously, that it costs more to distribute a highly perishable product than one which can be handled carelessly without deterioration of quality. We know that it costs more to distribute a product which is affected by style changes than one which is manufactured in a staple style or model which does not change from season to season, or from year to year. But just how much of the final selling price of women's clothing, or men's clothing, or piece goods, is represented by distributing costs no one knows. And we need to know more than that—we need some measurement of the various items which go to make up the cost of distribution.

With such exact data one may easily show that the profits of wholesalers or of retailers are not so excessive as public opinion is inclined to regard them; standards of excellence may be set up toward which merchants and manufacturers may strive. On a very small scale in proportion to the task to be done, this is being of the various university bureaus of business research accomplished by the work and by certain trade associations of retailers, wholesalers and manufacturers.

But as yet, while it cannot be denied that this work has had a beneficial influence upon the trades in question, a great deal more information is needed both upon the trades upon which work is to be done and upon distribution costs in general, before we shall have definite data

THE distribution of merchandise does not ordinarily follow the production volume of the same variety of merchandise. If we trace the monthly and years volume of production and distribution and so form a graphic chart of these two important trade factors, we will visualize a most interesting and pertinent story. While production and distribution were fairly close in the year 1919 they widened out and there existed a gap at the close of that year, with production below the actual volume of retail trade.

At the beginning of 1920, the production of goods rose above the volume of distribution and again there was a gap of an opposite divergance. By the end of 1920 the volume of distribution began to climb while the production of goods began to fall more sharply. During the summer of 1921 the lowest production point was reached and by the end of 1920 production had increased some 20 percent. Throughout the year 1922, distribution continued to climb slowly while production, under the urge of this great demand, rose very sharply, until at the close of 1922, production had overtaken distribution. During the first few months of 1923, distribution and production were the closest in five years—goods being consumed in about the same ratio they were produced. Then production moved up above distribution and at this writing there is a slight gap between them, but the Christmas requirements will undoubtedly force the distribution line a good deal above the production line. At the beginning of 1924 and the usual seasonal slowing up of distribution, the gap will again widen, with production volume well above that of distribution.

to show exactly what our problem is, if we are to comply with the popular demand for lowered costs of distribution. However, efforts to reduce distribution costs need not be halted pending the collection of such information.

Many manufacturers and wholesalers find that the greatest expense is that connected directly with selling; it is probably there that there is the greatest opportunity for saving. The existence of waste in selling as carried on by means of advertising and personal salesmanship is generally admitted. It is much more rare for the individual business man to admit it as existing in his own business. We know that the cost per call in the case of salesmen sent out by manufacturers or by wholesalers is large, yet we know many wholesalers and manufacturers who do not get the most out of each call, who do not superintend their men, who select them carelessly, who direct them in a slipshod fashion which brings precisely that type of result. We are constantly hearing of the inefficiency of retail salespeople and yet, except in a small proportion of stores, little study is given to the matter of improving the performance of salespersons of reducing the unit cost of distribution in this particular.

Likewise in advertising there is great waste. Not a few firms have used advertising effectively—i.e., in such a way as to cut down the cost of selling—but others have advertised without any particular study. They have expended large sums without realizing just what they were doing or without having any particular objective except a vague idea that they wished to increase sales. But one cannot advertise effectively or sell effectively through personal salesmanship without realizing that there must be a very careful correlation of the two factors; so that in selling, the task of the manufacturer, the task of the wholesaler and the task of the retailer is to see that he uses the proper amount of advertising with personal salesmanship to secure the lowest possible costs of distribution.

The concern which serves the public by studying better methods of distribution and by reducing its own costs will, first of all, secure greater profits; secondly, it will be setting the pace for other concerns, so that in time the general standards of efficiency in distribution in the industry will be increased. It is true that, insofar as the leaders in the industry take the increased profits for themselves, the economic force of such leadership will be modified; but if the leader divides with the public the profits of his efficiency in distribution, there can be no doubt of the ultimate effect upon distribution costs and upon the public's attitude toward the whole question.

Careful study of distribution and of the means of reducing costs will not only help the consumer, but will have no small effect upon the alleviation of social unrest. The selling department of the retailer, the wholesaler, the manufacturer have not, in many cases, realized the social responsibilities which rest upon them as distributing organizations to keep the industrial system operating smoothly and with the least possible fluctuation from year to year and from season to season.

The statement made by a prominent manufacturer, who has undertaken direct-to-retailer distribution, that he can now guarantee his workers forty-eight weeks each year of continuous labor, contrasting with frequent shutdowns when he used wholesalers to distribute his goods, deserves more than passing notice. If that manufacturer can distribute his product as cheaply direct to retailers as he could through wholesalers, and can distribute it evenly so as to keep his production department operating steadily, he has accomplished more for society than simply the making of an extra profit or gaining greater control over the market. He has brought about a condition which favors social stability. There is no doubt that the wholesaler will continue, and that he has a place in distribution, but that place must be earned by service, just as the place of any other distributor must be earned by service.

There is no easy road toward lower costs of distribution. Lowered costs are more likely to be derived from improvement in effectiveness of the present organization than from any radical change in the basis of distribution. However, such improvement is possible only by means of painstaking study, intelligent experimentation and careful planning on the part of producers and distributors.



"It is Quality that gives the true measure"

With sincere appreciation and thanks for the manner in which the trade has responded to our offering of dinnerware in the past year

We cordially invite you to inspect our display of New and Distinctive Patterns for the Coming Year

Our Best Wishes for a Happy Christmas and Infinite Prosperity for the New Year

JOHN L. PASMANTIER & SONS

Quality Dinnerware—Pottery Specialties

FIVE WEST TWENTIETH STREET

First Building from Fifth Avenue

NEW YORK

The Glassmakers' Art

(Continued from page 71)

porter, he worked in Bohemia factories for several years. In 1736 he obtained a patent at Venice to manufacture glass in the Bohemian manner.

With the fall of the republic there followed an interruption of trade and a decay of manufacture and during the last years of the 18th century and the beginning of the 19th century, glassmaking at Murano existed at a very low ebb. In 1838 Signor Bussolin succeeded in reviving a number of the ancient processes and this revival was completed by C. Pietro Biguglia in 1845 and others. Later Salviati carried on the work of re-establishing glassmaking on a large scale and it is to the latter's success which brought forth the modern renaissance of Venetian art glass.

As the fame of Venice has so completely eclipsed the craft in other Italian cities, it is difficult to learn much about the progress of work in past centuries in other trade centers. However, the little Ligurian town of Altare, played an important part in the past. Here the glassworking industry was established in the 11th century by French craftsmen and here in the 14th century, Muranese glass workmen settled and developed the industry. As early as 1295 furnaces were in use at Trevisco, Vicenza, Padua, Mantua, Ravenna and Bologna and in 1634 two glass houses are mentioned in Rome and one in Florence, but no mention of the kind of glassware manufactured is ascertainable.

Glassmaking in France

For the first mention of glassmaking in France we may again refer to the historian Pliny who states that glass was made in Gaul and there is evidence to warrant the belief that glassware was made in many parts of the country on a fairly extensive scale, in Normandy and also in Poitou. But sparse information is available regarding the glass industry between the Roman period and the 14th century, but it is recorded that the abbot of Wearmouth, England, obtained the services of French glass workers in the 7th century and that in the 11th century, workers migrated from Normandy and Britanny and started glass making at Sltare near Genoa, Italy.

Among the interesting facts of history is a little item which Humbert, the dauphin granted a part of the forest of Chamborant in 1338, to a glass worker named Guionet, on the condition that he supplied him with vessels of glass. Again in 1466, the abbess of St. Croix of Poitiers, received a gross of glasses from the worls of La Ferriere, for the privilege of gathering fern for the manufacture of potash.

Italian methods were introduced into France, as in all other countries and in 1551, Henry II. of France established at St. Germain en Laye, an Italian named Mutio. In 1598, Henry IV. gave permission to two "gentil homes verriers" from Mantua, to settle at Rouen in order to make "verres de cristal, verres doree emaul et autres ouvrages qui se font en Venise."

It is thus perceived that France assimilated the craft of glassmaking, and her own craftsmen attained a wide reputation. Lorraine and Normandy were for long the most important centers. To Lorraine probably belongs the well known names of Hennezel, de Thietry, du Thisac de Houx and to Normandy, the master craftsmen, de Bongar, de Cacqueray le Vaillant and de Brossard.

During the 17th century the manufacture of mirror glass became an important branch of industry and in 1693 the Manufactoire Royale des Glaces was removed to the Chateau de St. Gobain. Throughout the 18th century the manufacture of vases de varre had become so neglected that the Academy of Sciences in 1759, offered a prize for an essay by which the glass industry might be revived. Later in 1818 the famous Baccarat glass works, for making crystal glass was found by d'Artigues.

Early German Glassware

Glassmaking in Germany during the Roman period was carried on quite extensively in the vicinity of Cologne and many specimens are to be seen of this early glassware in the museum of that city. The glassmaking craft survived the downfall of the Roman empire and a native industry was developed. That this industry had achieved importance is seen by references to the subject, for in 758 the abbot of Jarrow appealed to the bishop of Mainz to send him a worker in glass. But there are few records of glass manufacture in Germany during the middle-ages, before the beginning of the 16th century. The ware produced by the 16th century glassworkers in Germany, Holland and in the Low Countries, notable in Belgium, are closely allied in form and in decoration. Usually the glass is colored green and the decoration consists of glass threads and studs. The use of threads is very well illustrated by the development of the Roemer drinking glass and in the Dutch studies of still life.

In 1428 a Muranese glassmaker set up a furnace in Vienna and in 1486 an Italian started a furnace in the same town. In 1531 the town of Nuremburg granted a subsidy as a means of attracting glass craftsmen of the Venetian technique and many specimens of German winged and enamelled glass of Venetian character exist. The Venetian influence was rather indirect, however, for the native glass workers adopted the process of enamelling by applying it to a form of decoration decidedly German. For example, on tall, cyclindrical glasses, they painted portraits of the emperor and electors of Germany, the imperial eagle, etc. The earliest known examples of these German enamelled glasses bear the date of 1553 and they were very popular, the fashion continuing until well into the 18th century.

More important for the later development of the glass industry in Germany, was the production of a glass made of refined potash, lime and sand, which was more colorless. This potash-lime glass has always been known as Bohemian glass and was, of course, particularly well adapted for cutting and engraving. In these decorations the German craftsmen have proven themselves very skillful and at the end of the 16th century Rudolph II. brought Italian rock-crystal cutters from Milan to take control of

the crystal and glass cutting branch of the glass works, he had established at Prague. At this city Casper Lehmann and Zachary Belzer, learned the cutting trade. About 1690 Schwanhart, a pupil of Lehmann, started a glass cutting factory at Ratisbon and about 1690 Schmidt and Schwinger introduced the crafts of cutting and engraving glass in Nuremburg. Thus to the Germans should be given credit for the discovery and development of colorless potash-lime glass and for the introduction of cutting and engraving and also for the invention of etching glass—invented by H. Schwanhart, while to J. Kunkel, a director in a glass factory in Potsdam in 1697, is due the method of making copper-ruby glass.

Early Glassmaking in Spain

At Valencia and Murcia, Spain, remains of Roman glass factories have been found. Little is known, however, of glassmaking in Spain between the Roman period and the 13th century. The Moors practised glassmaking in Spain in the 13th century and this was probably a survival of Roman times. The system of decorating vases and vessels of glass by means of threads if glass in knots, zigzags and trellis patterns was adopted. At Pinar de la Vidriera and at Al astril de la Pena, glassmaking was carried on during the 16th and 17th centuries. The examples produced fail to show Venetian influence but are distinctly Oriental in character and the glass is usually of a green color.

Barcelona has long been a center of glassmaking and in 1324 a municipal edict was issued forbidding the erection of glass furnaces within the city limits. In 1455 the glassmakers of Barcelona were permitted to form a gild and Jeronimo Siculus in 1526, said that the best glass was made at Barcelona. While it is generally supposed that the Spanish glassmakers imitated the Venetian style, many of the specimens originated at Murano are really Spanish. Besides the glassworks at Barcelona, factories were established at Cadalso in 1680, and at San Martin. In 1772 important glass works were established at Recuenco, chiefly to supply Madrid. The royal glass works of La Granja de San Ildefonso, was founded about 1725. These works first produced mirrors but later table glassware in the French style was made. The chief wares produced were of clear glass, cut engraved and gilded. Don Sigismundo Brun is credited with the invention of permanent golding by fixed heat.

In Belgium the glass industry was introduced from Italy and its history closely parallels that of Germany. In the 17th and 18th centuries the processes of engraving and etching were brought to great perfection. The very earliest records of glassmaking in Belgium is found in an account made in 1453 on behalf of Philip the Good of Burgundy to Gossiun de Vieuglise, Maitre Vorrier de Lille, for a glass fountain and four glass plateus. Italian glassworkers settled and plied their craft at Antwerp, Liege, Brussels and at Namur. Antwerp was the chief center of the Muranese and Liege the headquarters of the Altarists.

In 1599 the privilege of making "Voires de cristal a la faschon Venise" was granted to Phillipe de Gridolphi of Antwerp and in 1623, Anthony Miotti, a Muranese, asked permission of Philip IV. of Spain to make glasses, vases and cups of fine crystal, equal to those of Venice, but to be sold for one-third less than Venetian glass. In 1642 Jean Savonetti, "gentilhomme Verrier de Murano," obtained a patent for making glass in Brussels. Owing to the fashion of Dutch and Flemish painters of introducing glass vases and drinking cups in their paintings, Holland and Belgium now possess more accurate records of the production of their ancient glass wares than do other countries.

The Story of English Glassware

But little knowledge is available concerning old English glassware. During the Roman occupation the craft was carried on in several parts of Britain and remains of Roman glass factories of considerable size were discovered near the Manchester Ship Canal at Warrington. The glass vessels found in pre-Christian Anglo-Saxon tombs, were probably introduced from Germany. Some are of elaborate design and indicate an advanced Roman technique. In 675 Benedict Bisvop abbott of Wearmouth, obtained glass workers from France and in 758, Cuthbert, abbot of Jarrow, appealed to the bishop of Mainz to send him glass workers to manufacture "glass windows and vessels of glass, because the English were ignorant and helpless." But for the statement in Bede that the French workers taught their craft to the English, there is no evidence that glass was made in England between the Roman period and the 13th century.

During the 16th century the fashion of using glass vessels of ornamental character spread from Italy into France and England and Henry VIII. had a large collection of glass drinking vessels, chiefly of Venetian workmanship. The increasing demand led to the importation of Italian workmen and manufactory was established at Crutched Friars. But the most lasting influence came from France and Belgium. In 1567 James Carre of Antwerp erected two glass houses at Fenfold Wood in Sussex and other workers settled at Ewhurst, Loxwood and other places. In 1610 a patent was granted to Sir W. Slingsby for burning coal in furnaces and coal appears to have been used in the Broad Street works. In 1615 all patents for glassmaking were revoked and a new patent issued for making glass with coal as fuel, in the names of Mansel, Zouch, Thelwall, Kellaway and Percival. Percival is credited the first introduction of covered crucibles to protect the molten glass from the burning coal.

Some interesting side lights are thrown on the early English glass industry by letters written in the year 1696. In one a list is given of the glass works then in operation classified as: bottles, 39; looking-glass plates, 2; crown and plate glass, 5; window glass, 15; flint and ordinary glass, 27—a total of 88 glass factories.

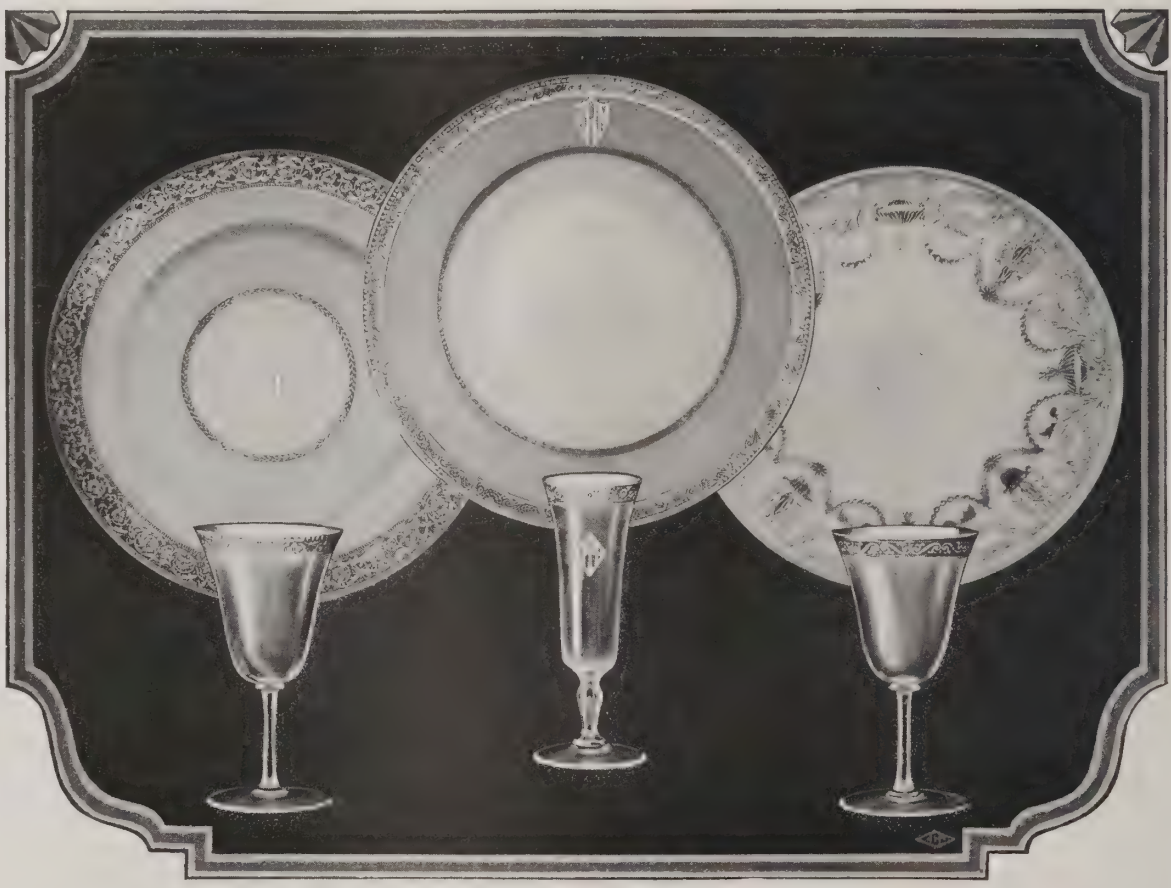
EDMONDSON WARRIN

43-45 West 13th Street

Between 5th and 6th Avenues

New York

Decorator of China and Glass *Novelties* *Tableware Stemware*



An Innovation—Gold Mounted Encrustations

Something entirely new which appeals immediately to the discriminating customer.

One cannot imagine anything lovelier than Special Services of Glass and China, decorated with crest or monogram in a rich Gold Plated Encrustation.

We are now showing a complete line of Belgian Glass Novelties, with Rock Crystal Cuttings and Gold Plated Encrustations that are unusually smart.

Gold Mounted Encrustations are protected by our United States Patent No. 1438799 *dated Dec. 12th,* 1922. *All rights to same will be strictly enforced.*

A cordial invitation is extended to view the line at our salesrooms.

Boosting the Retail Standard

Trade Associations Are Big Potential Forces for Promoting a Higher Standard for Retail Merchandising, and Here Is a Good Exposition on the How and the Why

AS trade associations can, through their large membership which include the promiment business men in every locality, make their associative body a distinct and potent force by eliminating many of the harmful practices now current and help to elevate the standards of the distribution of retail merchandising, we believe a good many of our readers will find the following interesting reading. It is quoted from an address given by H. L. Ashworth before the annual convention of the American Trade Association Executives in Chicago.

If I were required to state in one sentence how a trade association could best help elevate the standards of retail merchandising, I would answer: "By maintaining among its own members the high standards of business practice which it, as an association, might desire to carry to the retailers distributing the product of its manufacturers."

After considering the problem thoroughly and after consulting with trade association secretaries who have been giving it their attention, I am firmly convinced that it would be futile for a group of manufacturers to attempt an improvement of conditions in their retail field without first having swept their own business doorways. The trade association must carry any such plea to its retailers with a clean reputation for fair dealing and must be ready to practice the Golden Rule.

In Milwaukee, last May, delegates from three of the large trade associations in the knit goods field laid preliminary plans for a joint movement aiming at closer and better trade relations with the retailer. The leather glove manufacturers of the country were also represented at this conference, and it was decided at its conclusion to invite other branches of the clothing industry to a second and broader conference in the future. Plans for this are now being worked out. This committee recommended the formation of a permanent committee fr studying the common problems of the retailer, the jobber and the manufacturer. The committee went on record as believing that such a scheme carried into action would raise the standards of both manufacturing and retailing, would bring about more harmonious relations and make possible better merchandise at less cost. Those who participated in this conference look to future developments with hope. This joint effort of four trade associations, I believe, illustrates how the trade association may, in a broad general way, help elevate the standards of retailing.

Retail Trade Committee

Numerous trade associations of the country were represented at a meeting called in New York City last September 19, under the auspices of a Joint Committee on Trade Relations, which grew out of a movement launched by the National Retail Dry Goods Association in August, 1922. A resolution adopted by this association at that time stated the purpose in these words: "To bring about the establishment of a system of joint trade committees to work for the creation of good-will and mutual understanding between retail distributors and the concerns from which they buy."

At the first meeting of this joint committee, above referred to, A. Lincoln Filene laid before it a plan for the establishment of a National Clearing House to handle trade abuse complaints coming from manufacturers, wholesalers and retailers. The idea was given general approval and will be further considered at a later meeting.

There are under way several other movements of a similar nature. I cite these referred to merely to illustrate the trend of thought now developing throughout the nation. You will pardon me for referring particularly to what has been done along this line in the clothing and wearing apparel field only. I did so because I was most familiar with what is going on in this particular field.

It is my opinion that these and similar movements whch are no doubt developing in other industries, will ultimately contribute largely toward the elevation of merchandising standards as well as manufacturing standards. It may and probably will take a number of years to obtain any real results, but I think it is work in the right direction.

Having presented the subject in a general way, I will now try to enumerate some of the specific methods by which the manufacturers' trade association may help elevate the standards of retail merchandising. Some of these methods I will discuss briefly; others will merely be cited because I consider explanation unnecessary. The efficient trade association may, I believe, help elevate the standards of retail merchandising in the following ways:

(1) By teaching its own members to practice the Golden Rule in all dealings with the retailers and jobbers handling their merchandise Manufacturers must particularly proceed on the understanding that failure to deliver goods at the appointed time, disregard of shipping instructions, delivering merchandise inferior to sample, delivering short weight, delivering imperfect or soiled goods or substtuting "something else just as good"—that any of these sins against the retailer are just as obnoxious as the two great sins of the retailer: unreasonable cancellations and unjustified returns. Disputes on these questions and their various ramifications, no doubt, are largely responsible for holding down the business standards in any industry, affecting both manufacturing and retailing.

A Merry Christmas
and
A Happy New Year

La Porcelaine Limousine
Formerly
M. Redon

Limoges China

Alfred G. Moment
Agent
39-41 West 23rd Street
New York

(2) By teaching its members to send only competent and honest sales representatives to call on the retailer. The salesman who misrepresents his product, who promises things the house cannot fulfill, who urges the retailer to overbuy, who accepts orders his house cannot deliver, is teaching the retailer to be as crooked as he is, and is making a high standard of merchandising in his territory impossible.

(3) By encouraging its members to educate their salesmen who visit the retailers to become missionaries in the retail field. "It might be possible," says the secretary of one of our large national retail associations, who gave me this thought "for a manufacturers' organization to work out plans by which the salesmen or its members could be educated to be continually on the alert in their contact with retailers, to observe the most efficient methods of retail merchandising and carry these ideas to other retailers in connection with their work."

(4) By co-operative advertising campaigns. There are so many examples of actual accomplishment in this direction that discussion is hardly necessary. I cannot refrain, however, from referring briefly to what has been done through a well planned publicity and advertising campaign in the industry with which I am associated—Knitted Outerwear. Not so many years ago this term was unknown. Window dislpays of knit goods were almost unheard of. Sweaters were largely sold over basement counters. Today, the department store, men's store or ready-to-wear store which does not maintain a special department for knitted wear is out of tune with the public pulse and is losing many sales.

(5) By standardization and the elimination of excessive and unnecessary styles and numbers. E. W. McCullough, of the Fabricated Production Department of the United States Chamber of Commerce, can tell of the wonderful strides being made in this direction in many industries. The figures he has will show the great possibility of eliminating waste and reducing costs to the ultimate consumer through standardization. Work of this kind most certainly will help elevate the standards of merchandising in many fields.

(6) By arranging joint meetings at intervals with retail and jobbers' associations in its field. In this connection we can cite the work of the American Hardware Manufacturers Association, which, once each year, holds a joint meeting with the Southern Hardware Jobbers Association, "the officers, committees and members of both associations working together harmoniously for closer relations and improved policies, reaching and maintaining a thorough understanding which promotes better business all along the line." The latter part of the preceding sentence is quoted from an address made before the Rotary Club of Tampa, Fla., last August, by W. C. Thomas, of the Tampa Hardware Company. While this is a case of manufacturers and jobbers getting together, I see no good reason why we cannot expect equally good results by bringing manufacturer and retailer together. Many, no doubt, will disagree with this idea on the claim that there is no common meeting ground for manufacturer and retailer.

(7) By letter ethics. The trade association which has adopted and is living up to a good code of ethics is in a position to help raise the retailing standards of its industry by encouraging a similar code in its retail field.

(8) By standardization terms of sale and adopting an official uniform order blank which would make an order duly given and accepted a legally binding and enforceable contract. Several industries have made noticeable strides toward reducing the cancellation and return evil in this way, thereby improving merchandising standards.

(9) By establishing arbitration boards or committees for the amicable settlement of business disputes and misunderstandings between manufacturer and retailer.

(10) By teaching its members proper cost-finding methods, thus eliminating ignorant under-selling which frequently demoralizes retailing standards. Once the members of a trade association know how to determine correctly their costs, they can conscientiously encourage proper accounting methods among their retailers, which obviously will further elevate business standards. A great many trade associations are now working along this line.

(11) By urging its members to convey to their retailers full and definite knowledge of their product, so that the retailer can intelligently merchandise such product for the benefit of his customers. Too often the manufacturer is likely to overlook the factc that the proper assistance to the retailer in his merchandising work will bring more and larger reorders. The association should educate its members to an understanding of the wisdom of having all merchandising plans for their respective lines conform to the highest ethical standards, and that none other be recommended to the retailer for the boosting of special lines.

(12) By putting its influence back of legislative activities aimed at improving or protecting business standards in the retail field as well as in the manufacturing field.

(13) By conducting research work and distributing to the retailer such information thus obtained as will aid him in giving better service to the public. Information that will help the retailer can likewise be distributed to the consumer through advertising. In this direction the association can also ascertain the public's requirements, through occasional surveys among the retailers, and spread this information among its manufacturing members.

(14) By urging its members to give proper attention to credits. It will help elevate the standards of retailing in any field if the manufacturers in a trade association decline to extend credit to the fly-by-night retailer, or to the unscrupulous retailer who is known to employ merchandising tactics which injure his legitimate competitors.

I have listed the foregoing suggestions without any reference to the order of their importance. A number of the points touched upon were taken from letters received from fellow members of the American Trade Association Executives.

(Continued on page 188)

Telephone
Gramercy 5809

REHBERGER & SAUL

Importers

Announce Their Removal To

24 West 23rd Street
New York

Where their greatly enlarged quarters enables them to show a much more comprehensive line than ever before in their history, comprising many new and interesting items for 1924 in

Dinnerware **Fancy China** **Toys**
Salts & Peppers **Bobesches Sets** **Novelties**
Christmas Tree Ornaments
Headquarters for Beaded Table Mats, etc.

CHICAGO OFFICE
17 No. Wabash Ave.

THE SAUL MFG. CO.

Domestic Goods

Also Announce That They Are Now Located at

24 West 23rd Street
New York

And Wish to Call the Attention of the Trade to a More Extensive Showing of

A Smart Line of Snappy Novelties

in

Colored Glassware, Lamps,
Heavy and Light Cut Glassware

Telephone
Gramercy 5809

Making Good at the Buying End

Buyers of Merchandise Must Shoulder Many Responsibilities and Possess Much Specialized Knowledge

WHATEVER the head of a large and important retail institution has to say about his particular branch of business activity, is usually well worth careful attention. In this message, many salient points on the importance of the buyer to his store, is set forth with unusual clearness by Alfred B. Koch, president of the La Salle & Koch Co., Toledo, while a message to the buyers in his great department store, we believe it carries an interesting message for all the buying fraternity.

I am going to liken our organization to a school system. The main trouble with our school system is that the teachers are kept so close to their teaching jobs that they have no time for the study and research which would keep them in touch with new fields of thought and work. Among European scholars, the actual work of teaching often is delegated to the younger professors, leaving the great professors time for experiment and research.

We want you to use your time wisely. You are expert in your field, and therefore we do not want you to use your entire energy upon the routine in your departments. You are the European great teachers, if you please, whose time and experience must be employed to the utmost advantage.

That is the reason we took the sales book away from you. No buyer can be the department manager, as we see the job, and still sell one-third of the goods that go out from that department.

> DON'T be content with doing only your duty. Do more than your duty. It's the horse who finishes a neck ahead who wins the race
>
> Andrew Carnegie

Know Your Markets

We no longer expect you to sell goods. Just what do we expect of you? I am going to give you a brief outline of responsibilities of the buyer as I see them.

You should know your market. This will enable you to buy wisely and buy the things that will sell in your particular department.

When you have bought well, you must see that what you have bought is well merchandised. Buyers are too prone to consider that their task is over when the goods are bought. You are responsible for promoting your merchandise judiciously so that it will sell in its season.

As an executive, you have a definite responsibility for and to those under you in your department. Although you are not selling, you have certain duties to those who are. You should know the people in your department well—I might even say intimately, so that you can help them be more valuable to themselves and to you. Win their confidence by your friendliness, and their respect by your interest in your job and theirs.

You must assume the responsibility for mark-down and mark-up. Appalling mark-downs are the result of the end of a season when buyers have bought too heavily and not sold heavily enough. You should give some earnest thought to the question of preventing such a state of affairs when the same season comes around again. Otherwise heavy mark-downs may be a dead loss, instead of a means of preventing such loss again.

You have a very definite responsibility for inventory and knowledge of inventory. We do too many things by guessing. We might guess and be right seven times out of ten, but how much better to think and plan, and be right nine times out of ten. Mind you, I do not expect anyone not to make mistakes. One mistake out of ten is a natural average. But let's keep it down to the one, remembering how vastly a seemingly small error can influence our results at the end of the year.

I have often thought that if poker were played with actual money, no one would ever play it for high stakes. If piles of gold were thrown into the center of the table, the nerves of the most inveterate gamblers could hardly stand the strain. The fact that little chips, bearing no resemblance whatsoever to money, are used instead, fools people into believing that they are dealing with something less precious than actual coin

If I could put a hundred thousand dollars worth of merchandise in a pile and blow it up you would be horrified at the waste. Yet, in your departments, you would take an aggregate mark-down of a hundred thousand dol-

(Continued on page 185)

WILLIAM G. MUELLER

Incorporated

49-51 West 23rd Street

New York

Sole Agents for

Heinrich & Co.
Selb, Bavaria

Heinrich Winterling
Marktleuthen, Bavaria

Gebruder Winterling
Roeslau, Bavaria

Oscar Schaller & Co., Nachf.
Kirchenlamitz, Bavaria

Oscar Schaller & Co., Nachf.
Schwarzenbach, Bavaria

Mixing Economics and Advertising

Why the Forces Which Control and Determine Business Should Be Thoroughly Understood by the Men Who Write the Store Publicity Messages

THAT the more one knows the better able is he to express himself may be a platitude but it is a truism for all that. Familiarity with every important factor which exerts itself in the world of business is vastly more essential today than yesterday, for as competition in trade grows naturally more keener as the months pass by, it naturally follows that the best qualified will perform their business tasks the most efficiently. As retail store keeping is rather more than merely carrying, so advertising to increase the store's customer list and expand its sales is rather more than filling a space with words. "Some of the economic fallacies, fancies and facts on advertising" well worth reading, are contained in an address, under the above heading delivered by Dr. W. F. Gephart, vice-president, 1st National Bank of St. Louis, before the St. Louis Move-More Merchandise Conference. We quote as follows:

The chief function of advertising is, in a purely economic or business sense, to find buyers for goods and to acquaint consumers with products. It must be evident that in his relations with the individual business man the work of the advertising man is prospective or anticipatory rather than retrospective. It is for this reason that the advertising man should be a profound student of economics. No one should more thoroughly understand the underlying operating forces which determine the character of business and finance. No one should be better able to analyze prevailing business forces and tendencies and thus be in a position to advise his patron as to his advertising policy for the future. In the highest sense the advertising man is a business counselor and prophet. Just as a good salesman neither sells his patron more goods than the market will absorb, nor fails to try to sell him sufficient goods to suply his customers, so the good advertising man will not lay out an advertising campaign for his client which present and prospective market conditions do not warrant. Thus, because he is an adviser on business policy, the advertising man should be free from the common fallacies which are always current in the popular mind in regard to conditions which determine prosperity and which usually surround such subjects as prices, credit and money.

It is a common fallacy, arising from both psychological and economic misunderstanding, that, because human wants are unlimited in number and indefinite in variety, the market will take an unlimited amount of goods. There is no doubt that advertising frequently creates new wants and stimulates or increases present wants, but the true measure on the amount of goods that can be sold is actual purchasing power on the part of consumers. Mere wishes or desires do not create demand. It is only effective demand or buying power, coupled with desire, which makes a market for goods. However effective might be an advertising campaign to convince the public of the merit of steam yachts, the market would be very limited because such a commodity is beyond the purchasing power of most people. Advertising sometimes results in simply substituting one article for another, as for example one ten-cent soap in place of another one; or it may lead to the creation of wants which are satisfied at the expense of more important needs. But in either case, advertising may well pay both from the standpoint of the advertising man as well as the seller of the commodity, whatever may be the unsocial character of the results.

Advertising Lessens Unit Sales Price

There has been much fallacious reasoning about who pays the cost of advertising. Sometimes advertising people argue that the consumer never pays such costs, and others, likewise, argue that the public always pays it. Like most extreme general statements, neither is true. It is seldom that the facts are available to analyze completely how advertising costs are distributed. It is fairly clear that in cases where quantity production results in decreasing unit costs the public secures the advertised commodity cheaper and thus from one point of view does not bear the cost. No argument needs to be advanced, however, that on purely individualistic grounds advertising pays largely and that in due time its social service will be even more evident than at present.

One of the most common fallacies which is now prevalent, and which is of interest to the advertising man, is that connected with normal prices and normal business. From many sources the inquiry is made as to when prices are to become normal: when they are to return to the pre-war or the 1913 level. There is no more reason why prices should return to the 1913 than to the 1912, 1914 or any other year level. As a matter of fact neither prices nor business ever reached or maintained any particular level. There is no pre-war level. They are always changing. There may be long or short periods of increase and decrease in prices and business activity, but they never, like water in a placid lake, reach a stage of quiescence. The industrial world in which we live is not static but dynamic, and ceaseless change is the rule. If the general price level or the price of any particular commodity is the same at two periods of time it is a matter of chance and not because fundamental forces are operating to bring about some assumed state of normalicy.

GREETINGS

POPE-GOSSER
·CHINA·
MADE IN U.S.A.

High Grade
Dinnerware

THE POPE-GOSSER CHINA CO.
COSHOCTON, OHIO

Booms Increase Business Risks

It is generally believed that periods of "boom" business with the accompanying rapid increase in prices are periods of great prosperity. But, it must be understood that such periods enormously increase the risk of business and that the large speculative gains of the few may well be, and usually are, counterbalanced by the loss to others and the general disturbance in business. True prosperity is not furnished by periods of "boom," either for a community or a nation, no more so than sudden periods of depression and rapid fall in prices. More gradual increasing industrial activity and price changes contribute most to prosperity, if for no other reason than that the risks in business are less. Under such conditions both producer and consumer can plan more intelligently their business conduct. Booms, like floods, fires, and famines, are disorganizing influences in our industrial system and business conduct. High prices—that is real prices as contrasted with money prices—may produce no real improvement in business. If such advances in prices apply unequally to industrial groups and products, as is almost always the case, then all sorts of maladjustments and disturbances result. If prices and wages for all commodities and classes should suddenly increase equally over a short period, then manifestly everyone would find himself in the same relative position as before the increase. If, on the other hand, prices of commodities entering directly into general consumption should decrease, due to improvements in methods of production, new discoveries, or increased efficiency of labor, this might well bring within the possible range of purchase to millions of people many commodities, thus increasing the general standard of living and enormously stimulating the work of the advertising man. As a matter of fact this is what has been occurring during the past quarter of a century: that is the development of the arts and sciences and the improvement in business organization and technological processes resulted in an enormous decrease in the cost of producing many commodities, and increased the standard of living of a large percentage of the world's population.

There was considerable evidence that the world was on the eve of a period of increased well-being for the masses of the people just before the outbreak of the World War. From 1896 to 1914 there had been an increase in the general price level and it might well have been followed by a period of falling prices had it not been for the outbreak of the World War. But this devastating war prevented all this, and no one now dares to predict when such a period will begin. There is certainly no promise of such a period until much of the world disorganization in business, finance, and industry is replaced by a better international spirit of co-operation in political, social, and economic forces.

Just as there is often misunderstanding about the relationship between high and low prices to prosperity so too in regard to the influence which high or low wages have on cost of production and business activity. Comparisons are frequently made between the high wages of the American workman and those of Europe or the Orient, especially when the subject of commercial legislation is being considered by Congress. The true measure of wages is the productivity or efficiency of the laborer. To many, a wage of $6 per day may well be a lower real wage than $3 per day if the higher-paid worker produces, as he often does, more than twice as much as the lower-priced laborer. Then, too, the $6-per-day efficient laborer has higher standards of living and his demand for products is more varied and his purchasing power greater than the lower-priced laborer, not to mention the higher contribution which he makes to the social and political community as well as to the purely industrial organization, Producers often assert that because wages and materials are high in price, the selling price must, therefore, be increased. It is true, as a general proposition, that over long periods of time the consumers must pay, at least the cost of production if they insist upon the products. But the consumer is the final arbiter of prices and it not infrequently happens that they refuse to pay a price that covers the cost. Cost of production is not therefore the sole determinant of price, as more than one business man has to his sorrow discovered during recent years.

It seems inevitable that our present industrial organization, with its spirit of free competition and free contract working through human nature, produces periodic swings from extreme business activity characterized by speculation and overtrading to periods of depression and stagnation. This cycle of trade has become a rather conclusively demonstrated proposition and the advertising man ought to be a careful student of this cycle theory of trade. With the development of the international market and the agencies of international transportation, finance, and business, maladjustments of supply and demand arise, the seriousness of which can be reduced by the advertising man who keeps informed as to world industrial and financial conditions and acts as a conselor to his patron.



Pattern A128—Plymouth Shape

THE OWEN CHINA CO.

Minerva, Ohio

The charming Plymouth Shape, in a wonderfully choice selection of decorative treatments, is one of the particularly good things in Dinnerware, that the progressive dealer should avail himself of seeing, at the earliest opportunity.

The Line Will Be Shown At
The Pittsburgh Exhibit
As Well as Permanently by
George R. West Sales Co.,
954 Liberty Ave., Pittsburgh

Other Representatives

New York
Horace C. Gray Co.,
Fifth Ave., Bldg.

Chicago
Earl W. Newton & Associates
9 N. Wabash Ave.

Sample Room at Factory

Playing Second Fiddle

Filling a Position as Second Man Has Its Drawbacks and While Chances of Advancement Depends Upon Circumstances and Ability, Sometimes Opportunities Are Slow to Materialize

A CERTAIN young salesman who, following the loss of his position through the failure of his employers, had filed an application for a job with a prominent out-of-town concern in his line, was recently asked by the sales manager to present himself at a local hotel for an interview. This he did, and to him was offered the chance of becoming assistant to the concern's salesman in the metropolitan district. The job carried a fairly attractive salary, and the applicant was told that he would be given plenty of time to make good. He was further told by the sales manager that if he did nothing more than turn up good "leads" for the senior salesman, the concern would consider him satisfactory.

Much to the sales manager's surprise, the young man promptly declined the job. When pressed for a reason, he simply answered that, although he needed a position very badly, he could not afford to play second fiddle to any other man. Thinking that he was dealing with a case of exalted ego, the sales manager took it upon himself to offer some advice. He had not gone far, however, when the ex-applicant checked him.

"It is not a case of 'big head' with me, Mr. ——," he said. "It is a straight business proposition. I can't afford to accept your offer. I'd rather work for you in some other territory or for somebody else at less money than to get the crumbs of a territory like this. It might work out all right for the house, and the senior salesman might benefit from my work, but where would I come in,

"To begin with, I could not work on any account that the other man wanted reserved for him, because you have told me that I would be directed down here by him, rather than by you. This means that I would get only the small fry in the territory, or buyers that have quit doing business with the house because they are 'sore' about something. This class of buyers is the hardest to sell in any territory, because nine out of ten of them are suspicious that something is going to be put over on them again.

They are right, too. Many things are done to the small buyer that are never done to the big one. His complaints don't get the attention the big buyer's do; his shipments are held up when goods are scarce, so that the big buyer may get his. When he gets a little slow he is dunned for money in a way a big buyer is rarerly, if ever bothered. He is frequently tricked into buying too much or buying things he shouldn't buy, because he is unimportant, while it is very rarely that a salesman sets out deliberately to fool a big buyer in this way. If the latter's judgment is faulty and he makes a mistake, the house will usually let him return the merchandise or accept his cancellation rather than lose his business. The little fellow, on the other hand, must pay for his mistakes. You can't blame him for being suspicious, and it is this suspicion that makes him much harder to sell than the average big buyer.

Against this is the little buyer who is too easy to sell, either because he does not know how to buy or because competing houses in the line won't sell to him for some reason. This type of buyer is even harder for the salesman to handle properly than the small man who is good, but suspicious. In either case the business placed is small, and it might not total in a week as much as the other man can dig out of his big accounts in half a day. With my salary based very largely on the amount of business I turn in, it is obvious that there is no real future for me with you.

This is made clear by your own assertion that I would be satisfactory to the house if I did nothing more than turn up good leads for the other man. This means that any account I might work up to a point which made it look attractive would go to him any time he asked for it. I wouldn't blame him, under the circumstances, but you can see why I can't take the job. There's nothing in it for a second man.

The disheartening task of being "second man" for a long period without any prospect or guarantee of advancement was actually experienced by a man who is now well-known as the credit manager of a prominent retail establishment. This man's misfortune as he terms it, was that for many years he was assistant to an executive of considerable youthfulness and vigor who held a position similar to the one he himself now holds. This executive was well paid, liked the job, and it looked like a life tenure proposition with him.

The assistant waited several years for something to "break," but nothing did. He was just about ready to settle down in his rut when he got an offer from a smaller concern to take a managerial position similar to his present job. He discussed this offer first with his wife and later with his superior. Both advised him not to take it, but for widely different reasons. His wife, who was of an ultra-cautious, clinging-vine nature, was afraid that the proffered position might not prove to be so attractive as it looked, despite the somewhat higher salary it carried, and she made great capital of the fact

(*Continued on page* 183)

TO OUR MANY FRIENDS AND CUSTOMERS

CHRISTMAS GREETINGS

Many Months of Extensive Planning Brings Us
Prepared to Serve You With a Full Showing

for* 1924 *of

Light Cut Glassware Colored Glassware
Green H'ld Crackled Refreshment Sets
Open Stock Stemware of Light Cuttings
Iridescent and Needle Etched
Wrought Iron Aquariums and Lamp Specialties

VISIT OUR SHOWROOMS

New York.....D. L. & C. L. Wise, 10 W. 23rd St.
Chicago.....The McAnulty Co., 17 N. Wabash Ave.
Jacksonville, Fla.....C. H. Pierce
New Orleans.....H. L. Thompson, 703 Canal St.
San Francisco.....B. F. Heastand Co., 86 Third St.

Ft. Pitt Hotel During Pottery and Glass Exhibit—Rooms 342-343-344

WE ARE MANUFACTURERS

THE LIBERTY WORKS EGG HARBOR CITY NEW JERSEY

Factories { EGG HARBOR CITY, N. J.
VINELAND, N. J.
MARTIN'S FERRY, OHIO.

BUY FROM THE MAKER

C

THE CAMBRIDGE GLASS COMPANY

CAMBRIDGE, OHIO

Our Annual Exhibit will be made in Room 728
at the Fort Pitt Hotel during January 7th
to 28th inclusive, to which we invite you.

Make your plans now to see the complete new 1924 Cambridge line, at the Pittsburgh Show and during the Chicago Exhibit, February 4th to 9th, at our permanent Chicago Showroom, 311 Shops Bldg., 17 N. Wabash Avenue.

During these Exhibits we will display for your approval many new Colors and Decorations.

At this season we wish to extend to you our thanks for your past business and to wish you a Successful New Year.

REPRESENTATIVES

The Cambridge Glass Co.
184 Fifth Ave.
NEW YORK

The Cambridge Glass Co.
Room 311, Shops Bldg., 17 N. Wabash Ave.
CHICAGO

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Hold Fast to the Old Customer

New Customers Should Be Constantly Sought But in Hustling for New Business Do Not Neglect the Business of the Old Customers on Your Books

IF, according to an expert on merchandising, who does not want to be quoted by name, manufacturers and wholesalers paid as much attention to holding the accounts they have on their books as they do to obtaining new ones, the business world at large would benefit considerably, as well as they themselves. As matters stated, the expert in question said yesterday, most of these men do not realize that steadily increasing competition makes it just as imperative for them to retain old business as to get new. Many of those who do realize the need of hanging on to old accounts have no conception of the proper way to insure themselves against their loss.

To me, the expert went on, the way the average manufacturer and wholesaler does business with the accounts on his books resembles the attitude of the average married man toward his wife. During the period of courtship he brings her candy, flowers and other gifts galore, but as soon as the honeymoon stage has passed he begins to curtail these little attentions. In the course of a few years—remember that I am speaking of the average husband—he gets the idea that she should be satisfied with a roof over her head, things to wear and eat, and an occasional good time.

In the parallel I want to draw, the part of the ardent lover is played by the salesman, while that of the lady is played by the merchant whose account is sought. Leaving alone the question of the salesman's private "sugaring" of the prospect, such as the gift of lunches, dinners and other forms of entertainment, let us consider the flowers and candy of the real courtship supplanted by promises of good profits, prompt shipments, fair dealing and the many other factors that go to make up convincing sales talk. All these things combine in the salesman's "wooing," but after awhile, unless he is the type of salesman who is all too rare, his interest wanes and is given over to obtaining a new account. In other words, he feels that he has "married" the first account, and that that is all there is to it. Unwittingly or otherwise, his employer has doubtless taken the same attitude.

Now, if business "marriages" were as difficult to break as human ones, there might be less cause for me to talk. This isn't so, which makes it all the more imperative for an account to be "wooed" continually if it is not to be lost sooner or later. How can this best be done? By giving service, not merely the ordinary routine service that has been given almost from the day that buying and selling began, but the kind of service that will aid the man whose account is on the books to overcome his problems and increase the safety and volume of his business. This service may range from assisting in the preparations for a huge sale in some big department store to suggesting to a merchant in some sage brush town of the West how best to meet mail order competition.

"Some one is likely to interrupt right here and say that there are manufacturers and jobbers (few of the latter, however), who already give service to their customers. I will admit that it is so, but will counter with two questions of my own: How many of these concerns are there? How many of them have a service that goes beyond offering data on advertising, displays of merchandise and other cut and dried forms of dealers' helps?

Going a step further, how many of these concerns are broad and unselfish enough to advise a merchant, when it is best for him, not to buy to the limit that the credit department will check him? None that I know of now, and I have actually known of only one such concern. This concern maintained a service department that came pretty close to being a model of its kind. One of the things the head of this department kept harping on in the course of his work was the danger of overbuying.

It was not long, however, before the salesmen for the concern, who worked on commission, and who always wanted to load up their accounts as much as possible in order to increase their incomes, set out to get the service man's scalp. It didn't take them very long. Through the sales manager, who naturally wanted to produce as much business as possible, they finally purported to show that, while their accounts would not buy big "bills" from them in the face of the service manager's advice, they were being freely sold by salesmen for competing houses. Further than this, they contended that when they tried to get big orders, which they said was hard enough at any time, the buyers used the service man's own arguments against them.

These complaints caused the head of the business to lose his mental balance and, without endeavoring to check up the salesman's assertions, he arbitrarily set the service man at other work. At the end of the year the latter was gently, but firmly, squeezed out.

The experience soured the "big boss" on service work, and he came to look on the department as one of most foolish and expensive experiments he ever tried. The only person in the whole organization who saw the possibilities of the department was the credit man, but the work was not permitted to go on long enough to show any real results, even to him.

It is the lack of vision on the part of numerous executives that prevents many a new idea from being tried out thoroughly, and this lack, coupled with the belligerent attitude of employes who feel they will be hurt by it, has

(*Continued on page* 182)

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Your Bank and Your Business

Moderate Borrowing Is Often Desirable in All Lines of Business and If You Seek Sound Advice on Financial Matters, Do Not Hesitate to Talk Them Over With Your Bank

BANKING as it is transacted today is a very different business than formerly, for a bank is a far bigger and broader institution than a depository for funds. With the expanding of its activities to include trust and other specialized financial duties, banking has become closely identified with all commercial activities. The extension of credit has, of course, ever been one of the greatest functions of a bank. As industry has grown to its present great magnitude, so has the bank expanded and evolved a personnel which are well qualified by knowledge and experience to advise the business man and co-operate with him to solve his financial difficulties. The bank today is not merely a money lender but is in close touch with business and possesses an intimate knowledge of the economic conditions directly affecting producer and distributor. Because we believe every business man should avail himself of the valuable assistance which his bank is always ready to extend, we are printing this informative article, written by Stuart H. Patterson, Comptroller, Guaranty Trust Co., New York and appearing in a recent issue of Management and Administration magazine. We quote in part as follows:

To secure closer co-operation between the bank and the business executive, it appears to be worth while to present in direct, non-technical language, the fundamental requirements for closer relationship between these two important factors in modern business.

In its simplest function the bank, chartered by the National Government or by a state, accepts the deposit of money from individuals, firms, and corporations, subject to their check, and then lends out the funds during the period when they are not required by the depositors. A trust company performs substantially all the functions of a bank except that it does not have the right to issue money in the form of bank notes.

Among the ordinary services rendered by banks to their depositors are the collection of checks, drafts, and coupons, and the payment of checks drawn by depositors as they expend their money. To render these services it is necessary for the bank to keep adequate records, necessitating the employment of many officers and clerks and involving various expenses which the bank must earn by loaning out the deposits in its possession. In a word, the bank affords depositors a cheap and safe way of transacting their financial affairs, and as compensation has the use of the money while it is on deposit.

Another principal function of a bank is the loaning of money, and while this may appear to be a simple matter it is really a business transaction that is surrounded by endless complications.

In the first place, the bank must always have money available when depositors wish to draw it out. One safeguard imposed by the law in this respect is that the banks must carry a certain percentage of its deposits in a reserve account. Members of the federal reserve system must carry their reserve accounts with a federal reserve bank, and the banks derive no income from this reserve. The reserve is, however, only a partial measure. In addition the bank must keep its other funds liquid in case depositors wish to withdraw beyond the amount carried in reserve.

A bank's first duty is to its depositors. It must be able to meet any call, at any time. One means of keeping its resources liquid is to confine the greater portion of its loans to notes eligible for rediscount with the federal reserve bank. Another means is so to arrange its loans that the maturities come on dates evenly distributed throughout the year, thus insuring that a certain amount of ready money may be depended upon to come in daily. Still another method is to arrange that the maturities shall come at periods of the year when withdrawals by depositors are the heaviest.

To keep this machinery working smoothly, the bank

A BANK is interested in the success of its depositors because as their business grows it produces increased business for the bank. Customers should consult freely with the bank officers, if for no other reason than that they are jointly interested in the success of the business.

The great majority of men are honest, whether they be farmers, storekeepers, or officers of corporations. Financial disaster comes not so often from dishonesty as from ignorance or incorrect information concerning business conditions and methods. Therefore, the very least a man can do is to draw on the knowledge of his banker to supply him with what he lacks in financial knowledge.

Even the proprietor of a small business should not be deterred from consulting his banker, as usually such a man is in more serious need of financial advice than are those engaged in larger operations, who may have had more extended experience in finance.

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must know that loans will be paid at maturity. In many instances, of course, loans are renewed, but this is in effect a new arrangement into which the bank may decline to enter if it has made other commitments of its funds. Therefore, a borrower should always be prepared to pay his loan at maturity.

In order that the bank may apportion its loaning funds out equitably among its customers, and that the borrower may arrange his affairs with the understanding that in normal times there will be money available for him, it is customary for many banks to give a borrower a line of credit available for a year, although some banks feel that a borrower should pay off all of his loans with the bank at least once a year. This line of credit is not a definite commitment to lend a given amount of money to a borrower. It simply means that the bank after careful investigation, feels that it can with safety lend a stated amount of money to the borrower during the year, if he desires it. It also implies that the bank considers that the customer has been keeping sufficient deposits with the bank to entitle him to the use of such an amount of money.

Some loans are secured and some are unsecured so far as the physical deposit of collateral with the bank is concerned, although there is always security of some kind to insure its payment; otherwise the loan would not be made. However, it is not always necessary or practical to deposit the collateral with the bank. When a loan is made without such deposit, it is known as a "clean" loan.

While custom and the character of the business dictate in a general way whether a loan shall be secured or "clean," in the final analysis it is the honesty of the individual or corporation that secures the "clean" loan, or any other kind of loan, for that matter. No matter what the nature of the business may be, a bank will not lend money if it has doubt of the integrity of the borrower, or of his ability to repay.

A man on a small salary may need to borrow money because of sickness or other misfortune. If his honesty and integrity are well established, and if he can promise to repay it in a prescribed time, a bank would be justified in loaning him a moderate amount on his note without collateral. On the other hand, practice requires that when stock brokers, for example, borrow from banks they must pledge collateral with ample margin, irrespective of their wealth and integrity, because of the possible rapid fluctuation in the market prices.

In some cases a bank may feel that it can with safety grant a concern a clean loan up to a certain amount, and a secured loan for anything over that figure.

Propriety of Borrowing

Some people have a horror of debt, and others try to borrow more than they should, but here is a happy medium which is essential of the transaction of business. If there were no loans, banks would not have the income necessary for operation, and there would be no banks.

In the average business there are certain seasons of the year when more money is required than at other seasons. If an amount of capital were provided so that it would never be necessary to borrow money, there would be certain seasons of the year when idle money would accumulate. With such enterprises it is usually desirable to proportion their capital to their requirements in normal times, and then to borrow money during the seasons when larger funds are required.

Certain concerns never have enough capital, and are therefore continuous borrowers. This course may answer for a while, but if money gets scarce these concerns are likely to find that they cannot renew their loans, and such a course may end in receivership.

A certain amount of borrowing for legitimate purposes indicates a healthy condition of business. It is well known that money piles up in banks during periods of poor business, and bond prices advance because of the greater demand for bonds for investment purposes; while, during periods of business activity when there is an increased demand for money, bond prices are likely to decline.

Moderate borrowing, then, denotes a healthy condition of business. But if it becomes excessive, it produces inflation which usually precedes a period of business depression.

Dread of Interview with Bank Officers

Possibly as a result of tradition, some men stand in awe of their bank and maintain no more contact with it than is absolutely necessary. Others have the impression that the bank is out to extract the last possible cent from those who need to borrow money, and feel that the less they have to do with banking institutions the better off they are. Both attitudes are wrong.

There may be some banks that are not as progressive as they should be, but keen competition has gradually created a different atmosphere in modern banks. They are glad to co-operate with customers in working out problems when the customers are willing to put the facts frankly before their bankers. Fundamentally, all banks can do the same class of business and hence one bank should be able to serve its customers as well as another. Consequently a bank's only arguments to attract business are its soundness, its broad-minded policy in dealing with customers, its ability to render the best possible service, and the intelligence and courtesy of its officers and clerks.

When you go to interview a bank officer about a loan keep firmly in mind the fact that the bank *must* make money. Out of what it charges for interest on loans it must pay all of its operating expenses, and taxes; must earn a return on the invested capital, and if it pays interest on deposits must also earn funds for this purpose. It must also set aside a reserve to cover bad debts contracted in the course of business. (There are very few businesses that do not have some bad debts, and a bank is no exception to the rule, no matter how careful its officers may be.)

Naturally, the average man prefers to deposit his money with a bank that is making money, and the ideal situation

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is for a depositor to own some stock of his bank, if only a share or two so that he may share in the prosperity which he himself helps to create.

Remember that a bank is just as desirous of lending money, providing it can do so safely and at a fair rate, as a customer is to borrow it. If the borrow can safely and profitably use the money there is no reason why he should not borrow in moderation and in accordance with his circumstances. In fact there is every reason why a customer should interview his bank on the subject, as the bank cannot well approach its clients and ask them to borrow money.

This is not an argument for promiscuous borrowing. It is merely a suggestion to the man who may be unduly cramping his business rather than ask for a loan which may both help him and, at the same time, be good business for his bank.

Bank Interested in Depositors

A bank is interested in the success of its depositors because as their business grows it produces increased business for the bank. Customers should consult freely with the bank officers if for no other reason than that they are jointly interested in the success of the business.

A man may be an expert in manufacturing and selling goods, but may have only a limited knowledge of financial matters. On the other hand, bank officials are not only trained in financial matters but through constant intercourse with all kinds of business are also well versed in commercial matters. If the business man will only view the matter in the right way he can secure the highly specialized services of trained men, merely by laying his problems honestly before his banker. If the advice is contrary to the inclinations of the customer it is but just to remember that it is because the bank desires to see the buiness conducted on a safe basis. Surely the customer desires safety above everything else—otherwise he may lose his all.

The great majority of men are honest, whether they be farmers, storekeepers, or officers of corporations. Financial disaster comes not so often from dishonesty as from ignorance or incorrect information concerning business conditions and methods. Therefore, the very least a man can do is to draw on the knowledge of his banker, to supply him with what he lacks in financial knowledge.

Even the proprietor of a small business should not be deterred from consulting his banker, as usually such a man is in more serious need of financial advice than are those engaged in larger operations, who may have had more extended experience in finance. No man, whether his business is large or small, should have any hesitancy concerning consultation with his bankers. There are many cases on record where ultimate financial difficulties could have been avoided had the customer, in the early stages, taken his troubles up with his bank.

Inventories and Other Assets

In a careful analysis of the financial condition of a business, there is an important distinction between the amounts carried in inventories and good notes, and accounts receivable, as the latter can be realized on more quickly than the merchandise. Notes receivable can be discounted and frequently accounts receivable can be converted into notes receivable when a concern wishes to secure funds by discounting its notes receivable, while the inventory in a manufacturing business must be worked up into the finished product and sold. Furthermore, inventories require a constant investment of funds, while the receivables are more flexible, as they are available for discount.

Recently a review was made of a balance sheet of a company desiring to open a new banking account, to secure an additional line of credit. The percentage of the company's total current assets (including inventories) to current liabilities showed a satisfactory ratio, and yet the ratio of cash and accounts receivable to current liabilities was only 46 per cent. As a matter of fact a bank had for years been assisting this company in running its business by permanently supplying it with capital in the form of loans.

The average business man might not see anything very alarming in the foregoing. In fact he might feel well satisfied with it, as the ratio of current assets is 2.42 times current liabilities. But if the company were called upon to pay its loans, it could not do so except by going into liquidation or securing additional capital. Furthermore, if prices advanced, it would require considerably increased funds to do business; that is, it would need more money to carry the same stock of goods and the same volume of accounts receivable.

It is of vital importance that the owners of a business should know what its real condition is. One way of testing conditions is to have a balance sheet drawn up on a basis of what may be considered an ideal condition for the business and then from time to time compare the actual balance sheet with it to note the differences. As time goes on the owners should watch to see whether the condition of the business is improving or getting worse. This can be done by comparing the present balance sheet with those for earlier periods.

Many business men look upon their books of account as more or less of a nuisance instead of realizing that they can be made to reveal a true picture of what the business is doing, and can thus be regarded as a barometer which, properly studied, will reveal dangerous tendencies.

When to Borrow for Inventories

Comment has been made regarding the undesirability of tying up borrowed money indefinitely in inventories, but this does not mean that a business should never borrow money for inventory purposes, as they are many lines of business in which the inventory is much larger at certain times of the year than at others, and it is perfectly right and proper to borrow to carry goods over the peak periods. That is a self-liquidating proposition and is very different from investing borrowed money permanently in inventory.

In addition to seasonable periods of high inventories,

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such as have been spoken of, there are also times when goods are unusually cheap and, if the element of time does not produce deterioration in value, it may be desirable to lay in sufficient stock to last a considerable period, such items as copper, pig iron, and other non-perishable commodities being in this class. The successful merchant or manufacturer is usually blessed with a certain amount of foresight which assists him in stocking up when goods are low and keeping his purchases at a minimum when good are high. While certain other business men may not have this faculty so well developed, it would seem that when goods are selling at less than the cost of production in normal times (which occasionally happens) a business cannot go far wrong in laying in a sufficient supply to last a condsiderable period, providing there is sufficient money for the purpose. If not, it would be entirely reasonable and proper to discuss the situation with the bank, to see how much money it would be willing to lend for such a purpose and for how long a period.

The important point in a matter of this kind is to take it up with the bank and learn its views on the subject before entering into any extensive commitments, rather than go into them without proper financial arrangements and possibly later find that the bank is unwilling to make the loans necessary to carry the stock.

More Than One Bank Account

There are times when a bank must refuse to make a loan even though it is perfectly good in every respect because, as explained herein, a bank must always keep in a liquid condition, and it may not have money to put out at the time such loan is desired. Furthermore, it must deal fairly with all customers, and it would be hardly just to lend a considerable sum to some depositor who had never carried a large deposit account and because of such a loan to him, be unable to make a loan to some other depositor who had been maintaining a good account. When conditions are normal many banks figure that a depositor is entitled to borrow an amount equivalent to five times the average deposit maintained by him for some time past, providing of course, that the loan itself is safe.

There are also certain legal restrictions as to the amount a bank can lend to any individual or corporation.

For these reasons, it is frequently advantageous for a business to have more than one bank account. If the capital and surplus of a local bank are small, a condition which naturally restricts the amount it can lend to any one concern, it may be desirable to carry another account in a large city; usually it is desirable to open such account through the introduction of the local bank, which should be in a position to give a satisfactory letter of introduction and supply the credit information required by the larger bank.

Information for Granting Credit

In considering a line of credit for the average business a bank usually desires the following information:

(1.) Latest available balance sheet; also balance sheets for preceding years, if they are not already in possession of the bank. Accounts should be grouped on balance sheets to show the current assets and current liabilities separately from the other assets and liabilities. The items in the former group should include the accounts given in Table 3.

(2.) Statement of the manner of valuing goods in inventory. (Inventories should be at cost or market, whichever is lower.)

(3.) Amount of insurance carried on plant and the amount on merchandise.

(4.) Amount of notes and accounts receivable, past due or of doubtful value.

(5.) Statement of amount, if any, of notes receivable, accounts receivable, or merchandise pledged to secure indebtedness.

(6.) Amount of notes receivable under discount; also any other contingent liability, as endorser or otherwise.

(7.) Full and clear explanatory notes of all unusual items in balance sheet, to insure fair consideration of them by the bank. Otherwise the bank, in order to be on the safe side when there is ambiguous wording or lack of detailed explanation, will classify such an item as *slow* assets, if it is an asset, or among the *current* liabilities, if it is a liability.

(8.) Statement of any contemplated construction or capital expenditure during the year, and the means by which it will be financed.

(9.) Earnings statements and profit and loss statements for a period of at least three years. A simple and convenient universal form for this purpose is as follows:

(10.) Statement of amount of depreciation charged off and manner of computing it.

(11.) Explanation of any unusual condition in connection with the earnings; if they are more or less than normal, it is desirable to state reason and if earnings are low to state what steps, if any, are being taken to rectify the trouble.

(12.) A certification of the figures by independent auditors. (This is generallly preferred by banks.)

The liquid condition of the business will be determined from the *balance sheet* and the *going concern* value studied from the Income account, which figures should show a steady earning power proportionate to the capital invested.

Aside from the figures, a bank should receive data indicating whether the business is a proprietorship, partnership, or corporation. The bank must also be able to form an estimate as to whether the men in charge are qualified for their positions from the standpoint of character, ability, and business record; and, if the buiness is a proprietorship or partnership, should know their personal financial status outside of the business. The kind of business also is a factor in determing the kind of loan, ma-

(Continued on page 200)

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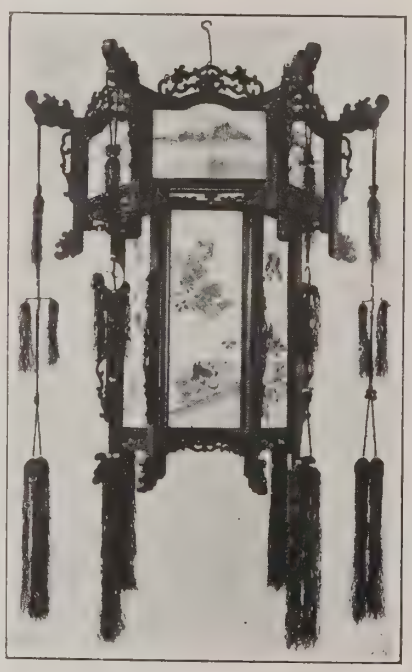
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How Big is the Country's Buying Power?

Data Compiled from Investigations from Coast to Coast Shows Purchasing Power of Wage Earners Steadily Climbing

CALCULATIONS to determine the retail expenditures of the nation and its component communities have been made from time to time with varying degrees of application of usefulness. Most recent, perhaps, of measures to indicate the annual volume of business in any community is the compilation presented in a bulletin prepared by the Domestic Distribution Department of the Chamber of Commerce of the United States, based on a field study made by the Federal Department of Labor.

The Department of Labor's study was made to determine the cost of living for the year 1918 from information obtained from families of wage earners in representative industrial cities throughout the United States.

Outstanding among the conclusions to be drawn from the compilation of the Chamber is that the average retail expenditure per person included in the population of the United States during the year 1922 was $217.77, exclusive of the items of rent and miscellaneous services which do not enter into retail trade. Using the amount $217 as a base, it is apparent that the expenditures for each 1,000 persons would be $217,000. Using the expenditures per 1,000 of population it is possible to determine the expenditure of any community—thus, the expenditure for the total population, assuming it at 110,000,000, would be $23,870,000,000; for a community, say, of 6,000 persons, $1,302,000, and so on. This method is suggested as a dependable measure of community expenditure only so far as an approximation may be valuable.

The method by which the Chamber arrived at the volume of retail business in any community is explained in the following paragraphs:

By ascertaining the expenditures of 12,000 white families of wage-earners included in the population of 92 industrial cities in the year 1918, the Department of Labor arrived at the cost of living for that year, and determined totals for all families by groups of expenditures.

By taking the money values of the 1918 budget and applying the changes in the cost of living reported regularly by the Department of Labor, it was discovered that the budget for 1922 differed from that of 1918. The difference is exlpained by the effect of new factors, such as for example, prohibition and the increased use of automobiles. The items in the family budgets for the years 1918 and 1922 are shown in the following tabulation:

FAMILY BUDGETS

Items	*1918*		*1922*	
	Per cent	*Amount*	*Per cent*	*Amount*
Food	38.2	$548.50	30.8	$463.61
Clothing	16.6	237.60	15.4	231.40
Furniture	5.1	73.22	5.5	82.45
Fuel and light	5.3	76.15	6.7	100.78
Miscellaneous commodities	6.0	85.70	6.7	101.72
Miscellaneous services	15.4	220.40	15.4	232.87
Rent	13.4	191.37	19.5	293.82
Totals	100.0	$1,432.94	100.0	$1,506.65

It should be remembered, the bulletin points out, that standards of living are not considered in the problem because it is impossible to arrive at any standards from the figures in these family budgets, which should be regarded chiefly as representative of price changes. Furthermore, the items of rent and miscellaneous services should be excluded from a consideration of this nature by reason of the fact that they do not enter into wholesale or retail trade. Therefore, from the total amount of the family budget for the year 1922, the amounts for the items of rent and miscellaneous services should be subtracted, leaving a remainder of 979.96. Dividing that amount by 4.5, the average number of persons in families in the East South Central States, for example, the amount of $217.77 is obtained as the average expenditure per person for the year 1922. Although 4.5 is the figure used in this example, it is necessary to explain that it applies only to the East South Central States. Other regions of the country differ slightly in the average number of persons to the family, as follows:

Section	*Average number of persons per family*
New England	4.3
Middle Atlantic	4.4
East North Central	4.2
West North Central	4.2
South Atlantic	4.7
East South Central	4.5
West South Central	4.6
Mountain	4.2
Pacific	3.9

To apply the measure of community expenditure, it is only necessary to multiply the amounts assigned to the commodities or services, which are included in the family budget, by the number of families. Suppose, by way of example, that a city of 50,000 be considered, and that it is in the East South Central States, for which the Bureau of the Census has determined the average number of persons per family at 4.5. On that average the number of families in the community would be 11,111.

Using the figures from the family budget of 1922, as presented in a preceding tabulation and multiplying the amounts opposite each item by the number of families in the community, in this case 11,111, the retail expenditures of the community are readily determined by addition of the products. Allowing a spread of 25 per cent for mark-up from the wholesale prices, the amount of

(Continued on page 188)



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How Storage Affects Distribution Costs

Warehousing and Transportation are Twin-Factors and Their Importance Justifies Their Consideration Along With Production Costs

IN continuing their analysis into the cost of distributing merchandise with the object of waging a general battle against waste and thus assisting all who are engaged in the distribution of commodities, the Domestic Distribution Department of the United Chamber of Commerce, discusses the question as follows:

"An important function of Distributors is *storage.* That is, the collection of goods at a central point to supply a future demand and the care of these goods until the demand is experienced. It must be remembered that wool or cotton cannot be converted into clothing until several months after they have been sheared or picked; and that the garments cannot be placed in the hands of the wearers for an appreciable lapse of time after they have been manufactured. Storage—Warehousing and its inseparable team-mate, Transportation, therefore must be regarded in the United States today as of almost if not quite equal imoprtance to production.

There are so many kinds of warehouses that it seems advisable to define them; but for present purposes we are concerned only with that class known as *Public* Warehouses.

PUBLIC: For the storage of merchandise of every description; distinguished from Private Warehouses by being available to—and intended for the use of the public.

PRIVATE: Owned or occupied by merchants or manufacturers for the storage of their merchandise.

HOUSEHOLD GOODS AND FURNITURE: For the storage both of individual property and of merchandise.

COLD STORAGE: For the storage, principally, of perishable foods.

COTTON, GRAIN, TOBACCO, WOOL: And others, for the storage of special commodities.

BONDED: For the storage of all kinds of commodities on which a tax must be paid before they are released for Distribution.

A sufficient reason fo rthis discussion is discovered in the somewhat intricate nature of the difficulties faced in the operation of warehouses. It is hoped that a wider understanding will be contributed of the way in which many of the problems have been and are being solved; and that the results will become available more easily to those who might benefit by any economies or conveniences offered to various classes of distributors. During the past ten years, interest in Warehousing has been growing rapidly; but fast as this growth has been it is a beginning only and great numbers of Distributors maintain an attitude of extreme conservatism.

Very recently, the American Warehousemen's Association has published an Encyclopedia containing among other items of useful information, 280 pages devoted to a description of commodities which it is common to store, including recognized weights of packages and the dangers from which each of the commodities must be protected. No better proof is needed of the seriousness with which warehousemen regard their duties than the results of investigations conducted by the Association as embodied in this book. Proper storage is a science—no longer a mere piling of goods in an ill-lighted, possibly ramshackle old building used for that purpose because it may have been fit for nothing else.

A thoroughly modern public warehouse is of fire-proof construction, equipped with a sprinkling system, well illuminated and provided with efficient conveying and stacking machinery. Usually there is a fleet of automobile trucks as a part of its equipment and usually it is connected with one or more trunk line railroads by means of its own sidetracks. Included among the forces who conduct the affairs of this warehouse are skilled accountants, correspondence clerks, packers and freight tariff experts who are familar with every physical detail of warehousing and with the effect upon the property entrusted to them of local laws, insurance and taxation.

Practically every commodity sold in retail stores is entrusted to public warehousemen during the process of Distribution. We make this assertion confidently because we cannot imagine any commodity which might be an exception to the otherwise universal rule. Not all of all commodities of course are entrusted to public warehousemen but, from the farm to the fireside, food, wearing apparel, hardware, drugs, stationery, and tobacco undergo storage and the impulse toward the use of public warehouses has only begun to gather force.

Comparatively few figures exist and so far as we are aware none of a reliable character have been published which will give a true coefficient with which to calculate the comparative cost of storage in the two types of warehouses. Yet even if we had this coefficient, only a part of the story would be told since advantages which attend the use of public warehouses are not limited to the mere cost of storage.

Indeed, the cost of storage may be only a small proportion of the whole sum involved because of the economies which are known to follow the separation of long distance carload shipments into L. C. L. shipments for local Distribution. During an address before the Domestic Distribution Group Session at the Annual Meeting of the National Chamber in May, 1923, it was stated that



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Announcement

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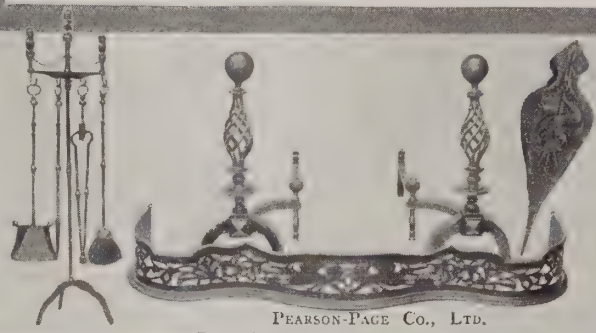
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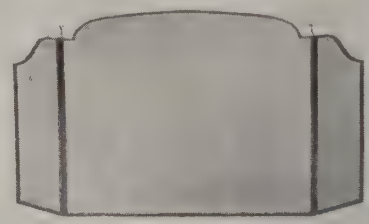
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by consolidating into a car load several long distance, separate shipments of washing machines and consigning the car to a public warehouse the savings earned paid all costs of transportation, all costs of handling for re-shipping locally, all costs of distribution except selling and in addition, a material percentage as unexpected profit!

This is a single instance but it could be multiplied indefinitely and suggests the advisability of a careful study on the part of distributors to determine how their present area of business may be covered more economically or even enlarged if that promises to be profitable. There is a growing tendency among retailers to increase their rate of turnover through buying in smaller quantities which, logically, will crystallize into a need for convenient wholesale sources of supply to meet the demands for more prompt deliveries.

Many manufacturers and wholesalers whose area of distribution is or may be of a considerable extent, already are preparing to meet this demand. One of the most obvious methods is to ship in carload lots consigned to warehouses in distant centers of distribution where the cargoes are stored until orders are received for local distribution. Any reasonable degree of economy should be expected from this method since the bare cost of storage may not exceed the cost in a large private warehouse and the maintenance of several hundred small private warehouses is likely to entail a prohibitory expense.

There is an unmeasured but certain economy in entrusting commodities to the care of agents who know the proper conditions of storage dictated by the need for exact degrees of temperature, humidity and isolation as well as the "ins and outs" of local property rights, legislation and taxation. Sometime, a good while in the future perhaps, it may be possible to attach a value to these factors but today they can be recognized only as existing and usually of greater importance than is attributed to them.

In the same category is the use of negotiable warehouse certificates which, based upon rigid inspection and standardized grading, not only are of vast importance now but are of increasing significance.

From the foregoing discussion it is clear that the economies disclosed through a closer correlation of warehousing and transportation invite the constant attention of those who have problems of distribution,—merchants and manufacturers in an equal measure. There is no general formula by which these problems may be solved since they are affected profoundly by such varying factors as location; area of distribution; volume, size and character of the merchandise units. This suggests the need for a more or less careful study in the interest of individual distributing organizations to determine the general financial results of storage in private warehouses compared with public warehouses. Some of the most obvious elements are:

(a) Amount of capital investment for the maintenance of private warehouses.

(b) Bare operating costs of storage under each of the methods.

(c) Publicity value of private warehouses.

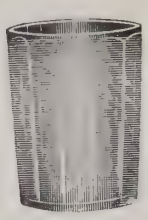
(d) Intangible value of the specialized services offered by public warehouses. For example in the control of humidity and temperature; expert accountants; familiarity with local laws and taxation and with freight tariffs.

(e) Possibilities of reducing the costs of Distribution within a given area or of increasing the area without increasing the costs.

(f) Relative costs of additional warehouses to supply a given area.

(g) Consideration of negotiable warehouse receipts as a means for enlarging the volume of a business.

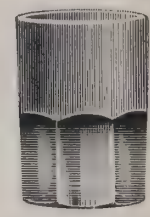




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FROM THE WORLD'S FUNNY BONE

Palms on Every Hand

First Guest—"I'm sure I don't know why they call this hotel 'The Palms,' do you? I've never seen a palm anywhere near the place."

Second Guest—"You'll see them before you go. It's a pleasant little surprise the waiters keep for the guests on the last day of their stay."—*The Watchman-Examiner.*

A Kind Invite

Professor (after trying first-hour class)—"Some time ago my doctor told me to exercise early every morning with dumb-bells. Will the class please join me to-morrow before breakfast?"—*The Watchman-Examiner.*

Killjoy—"You go back to work tomorrow, don't you?"

Brighteyes—"Oh, not at all, old bean—merely back to the office."—*Judge.*

"What is a flapper?"

"A flapper, Henry, is the latest style cigarette holder."

—*Wesleyan Wasp.*

"This paper says it'll rain today."

"Well, why don't you buy some other paper?"

—*Lampoon.*

Their Specialty

"Don't kill your wife. Get one of our machines to do the dirty work."—*Whiz Bang.*

He—"Why are the Western prairies flat?"

She—"Because the sun sets on them every evening."

Take flower box from window. Place on floor. Fill box with iron. Nice for burglars to stumble over.—*Life.*

Bundle up cards received from vacationists. Soak bundle in oil. Great for starting a fire.—*Life.*

Little Boy (visiting Washington)—"When are we going to see the red tape?"—*Jack o' Lantern.*

Doctor—"You say this tooth has never been worked on before, but I find small flakes of gold in my instrument."

Patient—"I think you may have struck my back collar button."—*The A. & S Link.*

A Poser

"Where are the brass ears?"

She gasped and wondered wildly whether it was hardware or art metal; then, with a smile of relief, she found the light. "Oh, the brassieres, madam, are on the second floor with the corsets."

May—"Goodness, my feet are wet!"

Fay—"Well, no wonder, with those pumps you are wearing."

We wonder if the guy who paints all these hosiery advertisements from life gets paid besides?—*Froth.*

The street arab stepped on the weighing machine,
In the light of the lingering day.
A counterfeit penny he put in the slot,
And silently stole a w-e-i-g-h.

Put Salt on Their Tails

Coca—"Have you read 'To a Field Mouse'?"

Cola—"No, how do you get 'em to listen?"

—*Purple Cow.*

A little girl of five was entertaining the visitors while her mother was getting ready. One of the callers said, with a significant glance: "Not very p-r-e-e-t-y," spelling the last word.

"No," said the child quickly, "but awfully s-m-a-r-t."

—*Boston Transcript.*

Charge!

The chairman of the gas company was making a popular address.

"Think of the good the gas company has done," he cried. "If I were permitted a pun, I would say in the words of the immortal poet, 'Honor the light brigade.'"

At this point a consumer jumped up with the shout: "Oh, what a charge they made!"—*Collegian Reporter.*

Heredity and Environment

Fredie's father was a fireman;
That's the reason, I suppose—
That Fredie, while at college,
Took a fancy to the hose.

—*Showme.*

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Hard Question

Willie—"Pa, teacher says we are here to help others."
Pa—"Yes, that's so."
Willie—"Well, what are the others here for?"
—*New Zealand Farmer.*

Deep Dilemma

"Why is the little fellow crying?"
"Because he can't have a holiday."
"Why can't he have a holiday?"
"Because he doesn't go to school yet!"
—*Meggendorfer Blaetter (Munich).*

This Ought to Penetrate

Very few debtors will overlook the point in the following collection letter, which is said to be getting quick results:

Dear Sir:

Here is a pin. (A pin is stuck here.)

It's not an ordinary pin—not the kind your wife pins her dress with or anything of that kind—it's really a magic pin.

We are going to let you use it for a few minutes, because it is imperative that we get it back.

It is going to serve a wonderful purpose. It is going to get a lot of matters cleared up that have been pending for some time.

The real reason for this pin, and the real use you are to use it for, is to pin your check to the attached statement and return it to us.

You can see at a glance that this pin will really do a lot of good for both of us.

Very sincerely,

P.S. Don't forget to return the pin at once—others are waiting to use it.—*Boyd's.*

Two colored gentlemen, strangers to each other but having adjoining cells, were spending their first night in a country jail.

First Gentleman: "How long is you heah for?"
Second Gentleman: "Mah sentence is for 30 days."
First Gentleman: "What did you done?"
Second Gentleman: "Ah was caught removing a chicken from Colonel Henry's backyard."
"How long is your detention?"
First Gentleman: "Four days."
Second Gentleman: "And why is you heah?"
First Gentleman: "Ah done killed mah wife."
Second Gentleman: "Lordy, man, you mean to tell me that ah gets 30 days for stealing a chicken and de judge only gibe you 4 days for murdering your wife?"
First Gentleman: "Yes—den dey're goin' to hang me!"—*Boyd's.*

Born to Trouble

A man is but a worm of the dust—he comes along, wiggles about a while and finally some chicken gets him.—*Dry Goods Economist.*

Not His Line

"Pat, you moight get a job at the Model Laundry."
"But, begorra, Mike, I ain't never washed no models."
—*Dodo.*

If you think our jokes are dry,
If they make you sigh and groan,
Don't be bashful, come across
With some good ones of your own.

About Your Income Tax

The Taxation Question is One of the Biggest National Problems and As It Concerns All of Our Readers, We Are Printing This Series of Authoritative and Informative Articles, Which Will Repay Careful Reading

By M. L. Seidman, C.P.A.

NEVER before in the history of this country has the subject of income taxes assumed such importance. The nation-wide comment on Secretary Mellon's plan and the emphasis placed upon it by the President in his message to Congress definitely establishes income taxation as the most important problem before the business man today.

While it will be the purpose of this department to study the income tax law as it exists today from the point of view of assisting readers in properly preparing their 1923 income tax returns, as a proper introduction to this subject, it would be interesting to trace the various steps that have advanced the income tax problem to the fore and have made it the "burning question of the day."

There was a time when the income tax was regarded as a mere pittance, the amount of it was so small. It was something like the tax on medicinal preparations today. It was unnoticed when paid. That, of course, was before the days of our entrance into the World War. The income tax rate was then 1 per cent or 2 per cent. Then came our entrance into the War, and with it the tremendous increase in revenue requirements. There were only two sane ways in which the money to meet these requirements could be obtained, and the Government used both of them to almost the fullest extent possible. The first was by borrowing, and the second by taxing.

From the tax angle the Revenue Act of 1917, created a new type of tax—the excess profits tax, with rates running as high as the unprecedented figure of 60 per cent. But even this apparently was not sufficient to make both ends meet for the Government, and so the Revenue Act of 1918 bolstered the tax rate up to as high as 80 per cent.

Not once, however, did the taxpayer wince or complain. This can probably be attributed to the tense spirit of patriotism that prevailed in the country at the time, coupled with the fact that in spite of the almost confiscatory tax rates, there were still sufficient profits remaining to make it worth while.

A turn in the situation came with the signing of the Armistice and the sharp business depression that was precipitated by it in 1920. With the change in business conditions, and with the struggle to get back to "normalcy," the business world expected a similar change in the tax rate. However, the fact that the War was over did not to any appreciable extent reduce the Government's requirements. A tremendous additional debt had been incurred, on which interest had to be paid, and most other Government expenses had irreducibly mounted. And so the situation got to the point where the taxpayer found himself with pastime profits and wartime tax rates.

But even this might not have precipitated the general discontent that today admittedly exists among business men, were it not for the fact that a new factor cropped up, tending to considerably aggravate the situation. References in this connection is made to the tremendous additional assessments that were begun to be made on tax matters long thought closed.

The taxpayer had developed the frame of mind, although unwarranted that the filing of the tax return and the payment of the tax as shown on his return closed the matter definitely. What encouraged him was the fact that nothing was heard from the Government for a considerable time after the return was filed.

What of course was happening, however, is now very clear. The Treasury Department was building up a vast organization to review the tax returns that were filed, and to pass upon their correctness. Revenue agents were sent out to make audits of the returns at the taxpayer's place of business. In view of the fact that not only was the excess profits tax a new tax, but also a highly technical one, con-

Let An Expert Advise You

Taxation is undoubtedly one of the most important business problems confronting the business man today. Every change in the law, every new regulation, every revised interpretation has a direct effect upon his account with the U. S. Government. Knowing, therefore, that our readers would be vitally interested in a subject of such import, especially at this time, it has been arranged to have a tax column which will deal with current tax thought from a practical viewpoint.

In this connection we have been fortunate in obtaining the services of Mr. M. L. Seidman, C. P. A., who will conduct this Department. Mr. Seidman is a well-known tax expert and has been a close student of Taxation in all its phases. He developed a plan of Taxation that was submitted to the Senate Finance Committee in executive conference prior to the enactment of the Revenue Act of 1921.

Mr. Seidman is a senior member of the firm of Seidman & Seidman, Certified Public Accountants, a nationally known tax and accounting organization. He is also Chairman of the Committee of Tax Consultants of the Committee of American Business Men, an association composed of most of the leading business men of the country.

The Department will appear weekly and will include discussions on current tax legislation having a bearing on the business situation. To further increase the scope of his department, Mr. Seidman has consented to answer through our column all questions that might be directed to him bearing on the subject. Address your inquiries to Mr. Seidman, c/o Crockery and Glass Journal, 45 East 17th St., New York.

taining many controversial items, it was but natural that the agents would report in many cases that the returns were incorrectly stated, and that additional taxes were due.

The really trying phase of the entire situation was that the taxpayer was called upon to pay additional taxes at a time when the profits on which those additional taxes were based were either eliminated through subsequent losses, or invested in plant and property, that could not of course be liquidated. The taxpayer would not have objected to paying the additional tax or the correct tax in the year in which he had earned the money, for he would then have something to pay with. But to come around at a time when the profits had disappeared and when the existing business conditions did not put him in a very receptive frame of mind, was to him piling u pinsult on injury.

It is not intended to convey the impression by the foregoing that the taxpayer was not given an opportunity to point out the correctness of the return as originally filed, or that the agent's report was the last word by the Government. That is not so. On the other hand, the taxpayer was, and still is, given ample opportunity to show wherein the agents may have erred.

To talk in the terms of the present, very frequently the Revenue Agents recommend additional taxes, based on factors that depend on the personal viewpoint. In such cases, the taxpayer is always given the right to present his viewpoint. So, also, additional taxes may be recommended because of the fact that the agent did not have an opportunity to go into all the facts in the case. Here, too, before any additional tax is assessed, the taxpayer can show the facts to the Government. As a result, the allowance for officers' compensation is frequently restored where the Government agent had disallowed it. So, also, with depreciation rates and invested capital items.

Furthermore, in those cases where the taxpayer finds that the tax paid or proposed to be assessed is correct, but that his tax is disproportionate to that paid by representative concerns in his industry, upon a proper showing of the facts to the Government, he will be afforded what is known as "relief," and his tax will be reduced to the rate of tax paid by those representative concerns. In other words, the Government is most decidedly fair in the administration of the tax law, and required only that all the facts be properly presented to it.

But of course, the taxpayer is not always right, and so additional assessments will always be made. That is exactly what happened in 1920 and 1921, and for that reason the issue of income taxes played so important a part in the last presidential election. When Congress convened, immediately after the election, it immediately began working on the revision of the tax law. While it granted some relief in the Revenue Act of 1921 (the law that prevails today and under which 1923 income tax returns are to be prepared unless the present Congress declares otherwise), it still left tax rates as high as 58 per cent. The law continued to be highly technical requiring the constant release of regulations and rulings to interpret it.

Today there seems to be a general unrest in the business world in view of the fact that tax rates did not follow the

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change in business conditions, and a nationwide clamor is being made for a readjustment of our tax laws.

However what the rates should be, or the advisability of one measure as against another, is a purely political question and will not be the concern of this department. It is proposed here to discuss the law under which 1923 income tax returns are to be prepared. It will not, of course, be possible to cover the individual problem confronting each reader. In this connection however, a question and answer column will be maintained, and taxpayers having a particular question that they would like to have answered, should feel free to communicate with the editor, and the question will be answered in this column.

To get right into the subject, the next article will outline who is subject to the income tax law, and who must file returns.

Hold Fast to the Old Customers

(Continued from page 155)

doubtless militated against a thorough try-out of the true service idea. I know personally of only one instance in which a really true service department is not regarded as an expensive and doubtful luxury, and this is run by a concern so dominant in its field that it does not have to worry very much about competition.

The service rendered by this concern is such that, literally, all a man has to do is provide the money and they will make a merchant of him. Some of the details worked out for the customers by the service department are so minute as to appear trivial, yet they are all a part of the finished whole.

This concern, incidentally, has no salesmen to "knock" the service department and try to tell the executives how much business the house is losing because of it. On the contrary, the service factor has so built up the business that salesmen are not needed. There are inside men, of course, who wait on buyers that call at the concern's warerooms, but there are no traveling men.

There is one big factor in connection with doing service work as it affects the average wholesale business that cannot be overlooked—the question of expense. The right kind of service work is expensive, and it takes quite a while for the money spent on it to pay dividends. Probably this is the biggest obstacle of all to the installation and operation of service departments by individual concerns. There is also the feeling that competing concerns will share the benefit of the work with none of the bills to pay.

These two factors offer a problem, yet the solution can be given in one word—co-operation. This co-operation may take the form of a service bureau maintained by a number of wholesalers or manufacturers in a single line, or the bureau may be organized by several concerns located in the same city but carrying different, though related, lines of merchandise. In either case, the work and the object to be gained would be the same—to improve the business of every merchant on the books of the concerns interested in the movement.

There is no specific formula for this work. It will prove very hard, and the man who directs such a bureau will have to be a man of very great ability. But by finding such a man, paying him adequately and giving him the necessary assistance in running the bureau, many a manufacturer and jobber would be insuring their commercial future to a degree they cannot appreciate without actually doing it.

Chinese Porcelain and Pottery

(Continued from page 79)

18th century and while the famous "iron-rust" and "tea-dust" glazes were developed, the inferior foreign decorative style was in the ascendary.

Lack of imperial patronage during the 19th century and the political unrest, left its mark on Chinese porcelain and beyond a few examples, such as Peking bowls and Shen-te-t'ang ware, not much progress can be found. During the reign of Hien-feng, 1851-1861, the King-te-chen porcelain works were again destroyed, later the works were rebuilt and porcelain has continued to be produced there.

The materials and manufacture of Chinese porcelain is interesting. For many centuries after the first Chinese porcelain appeared, it differed radically from all other kind of pottery. All other pottery was made of colored clay mixed only with sand and fired at a low temperature. On the other hand, Chinese porcelain was compounded from the finest white clay, sand and fusible rock and was so hard-fired that it became vitrified and translucent. The great superiority of the Chinese porcelain lay in the discovery of large beds of Kaolin mixed with finely-ground felspathic rock. While the body varied from time to time, it always consisted of purified clay and other materials mixed with lime—all being carefully ground to a fine powder. The addition of lime caused the glaze to melt at a lower temperature than would be necessary for Petuntse alone and this mineral gives the Chinese glazes their delightful depth and softness.

Playing Second Fiddle

(Continued from page 153)

hat his employers had always been "good to him." His superior tried to talk him out of making the change because he did not want to lose a man on whom he had come to depend to a considerable extent in certain branches of the work.

The assistant had about made up his mind to refuse when his superior fell ill, and he had to fill the gap for several weeks. The firm making the offer realized the position in which he had been placed and, when he asked them to let him postpone his decision until the sick man returned, they agreed to his request. While the superior was ill the "second man" worked very hard, but he enjoyed it so much that the thought of going back to his "cubbyhole" made him almost ill. This feeling grew and grew as the time of the sick man's return drew near and, on the night before he came back, the assistant had another and final talk with his wife. This time he did not

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ask her opinion about accepting the offer, but told her he was going to take the new job.

As I look back at it, he said recently, I realize that I would never have been able to bring myself up to the point of making the change if I had not figuratively had my first real taste of blood while my chief was ill. I had held down his job several times during the vacation period, but things were dull then and the full meaning of being a manager did not dawn on me until I had had a chance at the work when business was humming. After that I simply could not go back to my old desk.

The change was the best step I ever took, for from that job I was asked to come over here. I had not been here very long when the big boss told me that I had been considered for the job several years ago, but had not been given a chance because he thought I was lacking in initiative. I had stayed so long in the asistant's chair that he had sized me up as a man who was satisfied to sit back and wait patiently to inherit a big job rather than to set out to get one when I was qualified, and had come to realize that there was nothing in prospect for me in that office for years.

He further told me that when I finally made the change, he put me on his eligible list, and that, after I had made good as manager of my department in the other store, he had determined to bring me over here when the next change was made. The mystery to me is how I could ever have been contented enough as second man to stay in the old job so long.

Making Good at the Buying End

(Continued from page 147)

lars, and regard it as only an incident in the year's business.

Is there anything more important than your physical inventory? It is too easy for a buyer to be bored with it, taking it as a necessary evil. Instead you ought to be in the midst of it, knowing that it is your best preparation for going into the market to buy. For it is only after you have analyzed your outlet and your buying errors that you can buy more intelligently the next time.

To sum up briefly, here are the things for which you, as a buyer, are responsible to your organization.

First, since you are no longer responsible for filling a sales book, and have been given the freedom of your mind, it is your duty to use it in the buying of merchandise.

Second, it is your duty to merchandise the goods you buy, "selling" them to the salespeople in your department who have not had your opportunities of realizing their merit, or an understanding of why you bought that particular merchandise. You should keep in friendly contact with the boys and girls in your department, to help them to help you.

Your third duty is that of strict accounting to yourself and to your organization for mark-down, and of analyzing it so as to save at least 20 per cent of it the following year.

Your fourth duty is to concern yourself with your physical inventory, appreciating the knowledge it gives you as a basis for buying—a knowledge of the goods you actually need for your outlet.

This completes the circle of your responsibilities as a department manager. If you assume and fulfill the responsibilities outlined here, you are bound to be a first-class buyer. If you utilize each business day so as to get the most out of it, your work is bound to be more interesting to you.

We are giving you all the tools of your trade. We are telling you how we expect you to employ them, but it's up to you to pick up these tools and use them. We can't do that for you. If you are unable to use them when they are laid at your feet, it is time that you determined whether these are your life's tools, or whether they are to be found in some other field of endeavor.

We believe in you, and that you are here because you know how to use your tools. This summary of your responsibilities and privileges may give you a new vision of how to use them to your own best advantage and to the best advantage of your organization.

Glass Industry in Czecho-Slovakia

According to the *Gazette de Prague*, the high cost of production is being severely felt in the Gablonz industry, and in this region, where labor was formerly very cheap, it is at present exceptionally costly; moreover, the Gablonz district is situated at a distance from the supplies of raw materials necessary for the industry, which aggravates the difficulties encountered. A comparison of the cost of the principal raw materials necessary for glass manufacture in Belgium and Czecho-Slovakia shows that the cost to the Gablonz industry is at least double that paid by Belgian manufacturers.

Sales Terms in Foreign Trade

The International Chamber of Commerce recently published a valuable compilation setting forth the definitions of trade terms of sale as accepted by law and commercial usage in the United States and in the principal foreign countries. The work was compiled with the assistance of special committees in the various countries belonging to the International Chamber and is claimed to be authoritative. It is a common occurrence that when two merchants engaged in an international commercial transaction speak of c. i. f. or f. o. b. terms, they are not in exact accord as to the specific application of these terms. In making use of these and similar terms of sale it is important to be assured that the parties to the contract are in complete accord as to their meaning. Courts in all commercial countries are called upon to interpret contracts because of a lack of agreement between the contracting parties on this subject. The compilation is entitled "Trade Terms—Definitions" and sells at 75 cents. It may be procured from the American section, International Chamber of Commerce, Mills Building, Washington, D. C.

The Buyer and His Answer

(Continued from page 116)

are not an accurate criterion by which to judge a whole month's business. However, unless some very good explanation exists—as, for example, inclement weather—then a bad showing in the sales of a single day is at least a danger signal. The division manager began immediately to observe that department especially closely, and saw that in the next day or two sales continued to lag behind the anticipated volume. A bad beginning is pretty sure to make a poor ending—unless the reasons for the bad beginning are corrected quickly. The division manager might have discovered this deficit in his expected sales volume in due course, even without the regular figures. But the stock sheet was issued promptly and he could not very well avoid seeing at once that something was wrong. As a result, a few days later, merchandise of a very strong character was bought. Suitable advertising was planned, and the department's sales were quickly brought up to about the planned average.

A second point that is of great importance to a buyer is his "open-to-buy." No explanation is needed to show that it depends upon the stock on hand, the merchandise on order for delivery during the remainder of the month, the expected sales volume during the remainder of the month, and the maximum amount of merchandise which may be on hand at the close of the month. The anticipated sales volume during the remainder of the month is determined by subtracting item 3 from item 2.

This leads to an explanation of item 2, "open-to-buy sales." This is the sales volume for the month which we believe, in view of present indications, will probably be attained. If a buyer for the past few months has been achieving his planned sales volume each month, we start him off on the new month with "open-to-buy sales" equal to his planned sales for the coming month. If we find as the days go by that he is falling below his planned sales volume it would be a mistake to allow him to continue buying on the basis that he will sell his full quota for the month. The result would be merely an overstocked department.

Let us assume a department with planned sales of $5,000 in a month of 25 selling days. If in the first five days sales amount to only $800, it is apparent that the total sales for the month will be only $4,000—if the same daily average is maintained. Consequently, if the expected sales volume is retained at $5,000 with a daily sales average that will produce only $4,000, the final result will be an overstock of $1,000 at the end of the month. In such a case the buyer's purchasing power should be reduced, and this is accomplished by reducing his "open-to-buy sales" from $5,000 to $4,000.

This may, at first sight, appear to be a further obstacle to the ultimate achievement of the planned sales volume. It must not be overlooked, however, that the reduction in "open-to-buy sales" is purely a precautionary measure taken by the merchandise manager. As it is within his power to reduce this figure it is also within his power to increase it. The buyer is held responsible for the attainment of his planned sales, but if present indications point to failure on his part, the only justifiable course is to limit his buying scope accordingly. It remains his duty to exert every effort to achieve his plans, and if he can present to the merchandise manager satisfactory evidence of having solved his difficulties and of having found ways to bring his average up to the expected mark, his "open-to-buy sales" figure is increased to the volume which now appears probable in the light of his new planning. The new figure may be as much as the planned volume for the month or even more.

On the other hand, it may be that, at the end of the five selling days mentioned above, the buyer's sales have amounted to $1,300. If the same daily average is maintained for the remainder of the month, his total volume will be $6,500 against plans of $5,000. If indications point to a maintenance of that daily average, it would be a mistake to limit him to a buying power based on a $5,000 sales volume when his sales will probably amount to 30% more.

Deliveries for the month to date is another important item. In comparison with item 4 it shows whether a proper amount of the stock consists of new, fresh merchandise. In comparison with item 5 it shows what proportion of the merchandise ordered for delivery during this month has already arrived; in fact, item 5 is determined by subtracting deliveries for the month to date from the total value of the orders which have been placed for this month's delivery.

It is often assumed that if deliveries for the month to date are fairly large in proportion to stock on hand, the stock cannot contain much old or slow-moving merchandise. A buyer may carry a stock on hand of $30,0000 with a planned sales volume of $20,000 and might in the middle of the month have received deliveries of $10,000 with outstanding orders for the remainder of the month amounting to $10,000 more, and yet have old or slow-moving merchandise. These figures taken together mean merely that the department will have had altogether during the month merchandise resource of $50,000, consisting of $30,000 on hand at the beginning, and $20,000 of new merchandise. Out of this total of $50,000 it sells $20,000, and $30,000 remains unsold. If the department is being properly managed, the $30,000 remaining at the end of the month will consist entirely of good, clean, salable mrechandise and most of it will be comparatively new. However, if the department has not been properly operated, it is possible that an extremely large part of the stock on hand at the end of the month is merchandise which was on the shelves when the month began. In other words, the $20,000 sales may have consisted almost entirely of the merchandise delivered during the month and very little of the old stock may have moved. It is, therefore, not wise to place reliance on a comparison of current deliveries of stock on hand as a means of determining the "cleanness" of your stock. This latter information can be obtained only from stock records which show what pieces have been on hand 30, 60, 90 days or over.

The Buyer and His Answer

Other items shown on the sheet are the mark-up on purchases for the month and mark-downs. These show whether you are getting the required profit. It is not enough to have your stock fresh and salable and your sales satisfactory. Your profit must also be right. Otherwise, a buyer, to achieve his planned sales volume, might run his mark-downs up an his mark-ups down, and the results would be altogether unpleasant!

The daily stock sheet affords also a comparison of the actual percentage of mark-up for the month to date this year and last. The mark-down figures are given in dollars for the month to date and in percentage for the fiscal year to date.

An Analysis

We now come to the model stock anlaysis. This consists of the division of stock into its various classifications and the subdivision of each classification into the proper quantity and variety of assortment or number of styles at each price. Beginning with the statistics of the past one or two months, showing the number of pieces sold at each price in each stock classification as compared with previous years, and using also the corresponding figure for the current month to date, it is possible to determine how next month's sales should compare with the corresponding month of last year.

A Merchant's Success

What constitutes the ideal stock on hand, or "model stock," at any given period (like the stock of January 1 which I have just mentioned) is the question upon which hinges, more than upon any other, the success of the retailer. It will depend partly upon the merchant's own financial resources, the anticipated volume of business in the months to follow, economic conditions, correct forecasts as to consumers' future demands based on statistics and skilful prophecy, and upon the rate of stock-turn which will result. (The stock must not be so large that it will age, nor so small that it will not meet the customers' demands.)

It must always consist, as mentioned above, entirely of salable merchandise; that is, it is necessary to overcome the danger that only the newest merchandise will be sold to the exclusion of the stock has been on the shelves for some time. There are very few things that can so largely undo the results of an apparently successful month as to come out at the end of it with a good profit showing, but with a stock poorly adapted to the next month's requirements. It is, therefore, necessary to be sure at all times that every item in stock is moving with sufficient rapidity. This is accomplished by means of stock records.

Our stock record, as shown on page 757, contains a separate entry for each "model" or "number" on hand. It shows the resource from which the goods were purchasd, the date of purchase, the quantity and the cost. It contains, further, a list of the number sold each day and the balance on hand. The retail price is also given, and in the event of a mark-down, the new price and the quantity affected will be shown, too. Reorders also are recorded. By going over these records frequently—at least once a week—the buyer can see readily whether he has any slow-moving stock, and, if so, can take adequate steps to deal with the situation. It may be that better display, improved advertising, or, more probably, a mark-down is the solution. In no case, however, should he resort to "smart" salesmanship in persuading customers to purchase something not suited to their individual needs and tastes merely to avoid a mark-down. While it might materially improve his profits at the present moment, it will gravely endanger the good-will of the business.

Reduce Distribution on Losses

An additional benefit to be gained from this form of stock record is that it enables the buyer to determine at a glance whether a resource has been a profitable one to deal with. This information is so valuable, and yet so infrequently compiled by retailers, that I wish to bring it to the attention of retail merchants very emphatically.

From his stock records, his record of outstanding orders, and his model stock analysis a buyer should make out an "open-to-buy" analysis, which is his total open-to-buy figure subdivided to the same degree as his total stock is subdivided on his model stock analysis.

The open-to-buy analysis is a little sheet that shows the number of pieces that may be bought at each price in each subdivision of the stock and still have the stock at the end of the month or period conform to the model stock plan. The open-to-buy analysis is made out always before purchases and usually every week, whether you are going to buy anything or not. It enables you to jump in quickly where you do not know in advance that you need to, and to take quick action in the direction of mark-downs or greater publicity, on goods that are not giving you enough action.

The analysis is just as valuable for showing when not to buy, as when to buy. For instance, it showed one buyer that his sport hats were not moving rapidly enough at $8.50 and above. Consequently, instead of purchasing for lines in that price range, as he had expected to do, he reduced prices on all of that kind of merchandise that he already had.

I think I have already made it clear that your records of goods sold may not be a sufficiently complete basis for judging customers' wants. You may not have any of the goods that many customers want. Competitors may have them. Possibly a new current of demand may be setting in, and nobody is yet supplying the goods. It is very profitable to be first in such cases.

Naturally, your sales records alone will not show any demand for goods of which you have none. For this purpose you have also records showing merchandise calls that were not filled. If a customer asks for goods in your field and you cannot supply them the buyer ought to know. You may not need to carry them. You may not be justified in carrying them. But at any rate you ought to know that customers have inquired and you should be able to give an adequate reason why they were not

satisfied. Some kind of call slip system is a requisite in connection with the model stock plan if it is going to fulfill its function completely.

Trend of Customers' Wants

One point bearing on this is my conviction that the buyer's watching customers is about as good a call system as can be devised. An elaborate system is not imperative, certainly not in a small store, if the buyer is present to hear the comments of customers and to see how they like the merchandise and to note what changes or different styles and varieties they ask for. In my judgment, the ideal buying arrangement is one under which the buyer himself, as much of the time as possible is on the selling floor with the purpose of discovering the trend of customers' wants; that is where the buying should be done.

The actual placing of the orders can usually be handled, if necessary, through the assistant buyer or buying agent who negotiates for prices and deliveries and quantities. These duties are, of course, part of buying, but they are not the most important part. The really big job is to find out what customers want and see that it is procured.

The Country's Buying Power

(Continued from page 169)

the community's expenditure at wholesale is also easily ascertained. The following table, reprinted from the bulletin, presents the results developed in the calculation for a community of 50,000 persons:

Commodity or service	*Per cent of total expenditure*	*Each family*	*Total for city*
Food	30.8	$463.61	$5,151,170.71
Clothing	15.4	231.40	2,571,085.40
Furniture	5.5	82.45	916,101.95
Fuel and light	6.7	100.78	1,119,766.58
Miscellaneous commodities	6.7	101.72	1,130,210.92
Miscellaneous services	15.4	232.87	.....
Rent	19.5	293.82	.....
Total	100.0	$1,506.65	
Annual retail business			$10,888,335.56
Average retail spread			2,722,083.89
Annual wholesale business			$8,166,251.67

An Old English Pottery

In a recent lecture on "Old Liverpool Industries," R. S. Jones dealt with the pottery industry formerly carried on in the town. The pottery industry, he said, was mainly centred on Shaw's-brow, so called after Mr. Alderman Shaw, who had extensive potteries on the rising ground, and who was Mayor of Liverpool in 1794. According to the census of 1790, there were 74 potters' houses, inhabited by 374 persons on the Brow, all connected with the manufacture of earthenware of various descriptions. There were other potteries, said the lecturer, besides the ones on Shaw's-brow. On a site now covered by the Herculaneum Dock were the old Herculaneum Potteries. These were started about 1794.

Boosting the Retail Standard

(Continued from page 137)

Retailers Possess Remedy

Now, I want to use a little "reverse English" by quoting a few remarks from a letter I received from the secretary of a very large national association of retail dealers. He writes:

"I think the greatest benefit in elevating the standards of retail merchandising will be through the retail trade associations themselves, rather than from outside trade associations or from manufacturers' trade associations. I think each trade association has enough work to do if it devotes its time to elevating the standards of merchandising in its own particular field. I think it is a serious mistake for any group, whether it be of retailers, manufacturers or others, even to infer that the practice in the other branch is not on a par with the standards maintained in its own branch. If each trade association will devote its energies whole-heartedly to correcting the practices in its own trade and in its own association membership, that will be the most potent influence in elevating the practices in the other trades which come in contact with it, whether that trade be retail, wholesale or manufacturing."

If every retail field were organized on an efficient basis approaching that presided over by the secretary who wrote the above. I might agree with him; but, unfortunately, such is not the case. In many industries the retailers are not organized at all and it is here that the trade association of manufacturers can help in elevting standards of retail merchandising.

Holiday Trade Shaping Up Well

With only fifteen business days remaining before Christmas the stores are beginning to swing actively into the rush of holiday buying. While prior to last Saturday there was some disappointment expressed by some executives over the volume done, this is now believed entirely due to too much "rushing the season." The results over the last week-end were deemed very satisfactory, and with favorable weather the buying tomorrow is expected to be the best so far. There is the usual amount of delayed buying to materialize just before the holidays that is a factor in later sales. A tendency toward useful gifts is noted in the purchasing, but so-called luxuries are not neglected.

New Cooking Utensil

A new style of cooking utensil is made at Carlsbad, Czechoslovakia. It is of porcelain, with an exterior coating of aluminum, and it is claimed that it can be used over an open fire without any danger of cracking. Utensils of this type are manufactured in such style that they present a good appearance and can be used for serving food at the table. It is stated by the manufacturers that, owing to the equal distribution of heart over the utensil, there is less risk of burning food than where metal vessels are used, and that food keeps warm longer.

Pittsburgh Show a Big Trade Booster

Annual Exhibit of Associated Glass and Pottery Manufacturers, Opening Week of Jan. 7, Will Prove Powerful Magnet to Boom Business for the New Year

THE great annual buying event—the Pittsburgh Exhibit of Glass and Pottery—is less than a month away. The 1924 Exhibit will get under way on January 7, the first Monday of the New Year. While buyers are busy with the merchandising activity of the holiday season, manufacturers and salesmen are preparing for the January buying season.

All domestic manufacturers of pottery, china, glassware and lamps who will have displays at the Ft. Pitt Hotel, are members of the Associated Glass & Pottery Manufacturers, a co-operative non-profit-making organization. The association has been carrying on an active publicity campaign in behalf of the January Exhibit.

While the bulk of the Association's membership, will display their wares in Pittsburgh, others will have exhibits in nearby factory salesrooms. In addition to the displays of manufacturers who are members of the association, the Ft. Pitt and William Penn hotels as well as the Hotel Henry will house many other exhibits of wholesale dealers, importers and manufacturers.

As the Pittsburgh Exhibit opens, with the dawn of the New Year, it will present to buyers for the first time, the new wares prepared by manufacturers for the 1924 season. It is estimated that the members of the Associated Glass & Pottery Manufacturers will display more than 60,000 shapes, sizes and decorations in pottery, glass, china and lamps—a display worthy the attention of every one selling these wares to the public.

For the convenience of buyers attending the Exhibit, the associated manufacturers have prepared a complete directory of the membership. This will be one of the most unique and helpful ever seen at a glass and pottery exhibit.

That the Pittsburgh Exhibit, is becoming more and more, the center for activity of the allied industries, is shown by the fact, that various meetings will be held during the three weeks from Jan. 7 to Jan. 26. The Western Glass & Pottery Association will hold its annual banquet and business session, from Jan. 15 to 18. These will include a session for all buyers, at which speakers from the glass and pottery industries, will explain modern methods of production and give illuminating talks on the processes of the ceramic art. Because of this meeting, railroads have granted the certificate plan of fares. Members of the Western Association, who obtain certificates when buying tickets for Pittsburgh and have them validated by the secretary at Pittsburgh will get a reduction of one-half on their return fare.

The annual meeting of the Associated Glass & Pottery Manufacturers will be held probably on January 10. During the second week, manufacturers of vitrified china and jobbers of hotel and restaurant wares will meet, to adopt recommendations looking toward simplification of the lines of vitrified china.

The following concerns will exhibit their lines:—

Fort Pitt Hotel

Albright China Co., American Bisque Co., Art Industries, Inc., Anchor Mfg. Co., American Clay Products Co., Atlantic Refining Co.

Bartlett-Collins Glass Co., Bassett, Geo. F. & Co., Belmont Tumbler Co., Bowman, Geo. H. Co., Bloch, L. D. & Co., Brown-Reddrop Co., Bonita Art Glass Co., Brush-McCoy Pottery Co., Bryce Bros. Co., Brisbois, Victor.

Cataract-Sharpe Glass Co., Crescent Glass Co., Coshocton Glass Co., Camden City Cut Glass Co., Cambridge Glass Co., Central Glass Works, Canonsburg Pottery Co., Carrollton Pottery Co., Consolidated Lamp & Glass Co., Crooksville China Co., Co-operative Flint Glass Co.

Davies Glass & Mfg. Co., Diamond Glass-Ware Co., Dunbar Flint Glass Corp., Duncan & Miller Glass Co.

Economy Tumbler Co., Enterprise Glass Co.

Fenton Art Glass Co., Federal Glass Co., Fry, H. C. Glass Co., Fisher Cut Glass Co.

Guernseyware China Co., Genesee Cut Glass Corp.

Hazel-Atlas Glass Co., Heisey, A. H. & Co., Hocking Glass Co., Hall China Co., Hammond, E. W., Hopewell China Corp.

Indiana Glass Co.

Jeannette Glass Co., Jenkins, D. C. Glass Co., Jefferson Co., The.

Kinney & Levan Co., Kiefer Bros. Products Co., Koscherak Bros.

Lancaster Glass Co., Lowry, F. S. Pottery Co., Lotus Cut Glass Co., Levien, Louis, Cut Glass Co.

Maryland Glass Co., Mayer China Co., Macbeth-Evans Glass Co., Monongah Glass Co., Mound City Glass Co., Mitchell Woodbury Co., McNicol, D. E. Pottery Co., McKee Glass Co., McKenna Bros. Sales Corp.

National China Co., New Martinsville Glass Mfg. Co., Northwood, H. Co., National Art Pottery Co., Nonik Glassware Corp., National Pottery Co., Niloak Pottery Co.

Paden City Glass Mfg. Co., Phoenix Glass Co., Pittsburgh Lamp, Brass & Glass Co., Potomac Glass Co., Penn Cut Glass Co. Quaker City Cut Glass Co.

Ransburg, Harper J. Co., Rowland & Marsellus Co.

Sebring Pottery Co., Smith, L. E. Glass Co., Steubenville Pottery Co., Summit China Co., Susquehanna Cut Glass Co.

United States Glass Co., Utility Glass Works.

Vodrey Pottery Co., Vail & Young.

Weller, S. A. Co., West End Pottery Co., Westmoreland Specialty Co., Wylie, H. R. China Co., Wolf, Ernest, Inc., Wheeling Decorating Co., Wise, David L. & Chas. L.

Wm. Penn Hotel

Aluminum Goods Mfg. Co., Alliance Pottery Co., Anderson, S. J.

Borgfeldt, Geo. Co., Bien, A. H., Basket Importing Co., Bernstein, Samuel, Inc., Beh & Co.

Camden City Cut Glass Co., Corning Glass Works (Steuben Division).

Daison Mfg. Co.

Fisher, Bruce & Co.

Gordon, James P., Garvin, Thos. H., Jr.

Herbert Glass & Import Corp., Hirsch Malgood Co., Inc.

Jones, Ira A., Inc.

Katz, Frank M. Co., Koch, M. S. Co.

Little Jones Co., Leffler, Francis.

Mueller, William G., Inc., Mercer Pottery Co., McNicol, D. E. Pottery Co. (Clarksburg).

Noe, Wm. R. & Sons.

(Continued on page 195)

Bulbs and Bowls Bring Twin Profits

Widespread Demand for Flowering Bulbs, Creates Big and Profitable Market for Retailers, Who Feature Pottery and Glass Containers for Growing Them.

By Beatrice Miller Wisner

THE gentle art of giving reaches the highest point of idealism when the token bestowed springs from mother earth; a part of nature in its delicate fashioning and sweet perfume. Flowering plants at Christmastide seem one of the most fitting and appropriate of the season's gifts and this is why bulbs in bowls have become so popular with the great mass of people who believe in the significance of Christmas Day and are seeking tributes typifying innocence and new birth.

A tiny bulb wrapped in its brown coat, growing in water, peat or nestled in a warm bed of pebbles, so homely in its early state, would scarcely seem a befitting offering at the Holiday Season. But the very fact, that day by day these little products of earth, become more and more a living plant makes the growing bulb a thing of intense interest until it reaches it fully developed state—a glorious fragrant blossom.



Courtesy, Rust Craft, 1000 Washington Street, Boston, Mass.



Courtesy, F. Rynveld & Sons, 61 Vesey Street, New York

Giving bulbs with bowls, has created a permanent demand for this style of unique offering at many seasons of the year. Bulbs may be grown indoors quite late in the fall, during the winter months and early spring, hence Gift Shops and Specialty Shops depend largely upon bulbs at these seasons to more readily sell at a profit the decorative bowl. A small quantity of bulbs can be tucked away in a moderate sized bowl and sold with the container at a much higher price than the bowl could possibly bring alone.

Glassware and Pottery Departments are featuring bulbs as a special inducement during the Holiday Season, and at springtime. The variety of bulbs and their profit to the dealer has opened many fields for the distribution of these indoor growing plants; Jewelry, Hardware and even Furniture Stores are showing bulbs in bowls as window display attractions. There is something wonderfully magnetic about growing plants in a window, and especially at Holiday Season, when the tendency is for some delicate remembrance which suggests nature in its fullest budding dvelopment.

A word for the bowl. There is such a variety of decorative bowls, that there can be no prescribed style in selection as to color or shape. The large opened top bowls are perhaps the best suited for bulb growing, as this type of bowl affords ample room for pebbles, peat or water. Plain white pressed or figured glass bowls have their individual charm, in telling an advanced story—revealing through transparency every state of the progressing bulb.

Another very attractive method of offering bulbs and one which has proven very popular, is the Window Package, housing a quanity of bulbs and pebbles ready for indoor growing. This unique decorated package, with the picture of the blossom in natural colors, gives a truthful illustration of the bulb at its maturity. Hyacinths, Tulips, and Valley Lillies can be shown in this way, forming a neat and profitable gift package, easy of transportation and also for showy counter display.



Courtesy Japana Specialty Co., Grand Haven, Mich.

Growing Bulbs have a real signifigance as a nature study for the young. In watching the tiny shoots day by day spring from their simple home, affords the child a delightful surprise and a joyful realization of nature.

Pittsburgh Show a Big Trade Booster

(Continued from page 191)

Pioneer Cutlery Co., Inc., Phoenix Import Co., Inc., Potters Co-operative Co.
, Royal Art Glass Co., Rosenbaum, M. & Sons, Rainaud, H. E. Co., Rappaport Bros., Reimer, Fred C. Co., Inc., Raved, Maurice. Stadler, M., Schmidt, Hugo W. Co., Salem Bros., Steinfeld, Inc., Schlessinger, Leo.
Tucker Dorsey Mfg. Co.
United Novelty Co.
Weil, C. A., Wellsville China Co., West Philadelphia Cut Glass Co.
Zane Pottery Co.

Hotel Henry

Crystal Art Studio, John J. Hines, Inc., Herbert & Neuwirth, Inc., Geo. C. Kindt Co., L. C. Playford, S. Saxe Co.

Imperial Glass Company Wins Suit Brought by A. H. Heisey Company

In a decision rendered Dec. 4, 1923, by the United States Circuit Court of Appeals in Cincinnati, the suit of the A. H. Heisey Co., Newark, O., against the Imperial Glass Co., Bellaire, O., for an alleged infringement of a design patent on a Berry Bowl in a Colonial Pattern was dismissed.

The Court summed up as follows: "While we do not question that patentable designs may arise from regrouping familiar forms and decorations, yet when all that was done was to take an existing piece of table glassware having these flutes, and substitute a slightly different form of flute already in common use on other articles of glassware, we are satisfied that there can be no patent monopoly. For these reasons the decree must be reversed, and the case remanded with instructions to dismiss the bill."

New Martinsville Co. Sue for Infringement of Patent

The New Martinsville Glass Mfg. Co., New Martinsville, West, Va., who hold a patent on a combination ash tray and safety match and paper match holder, which has been a tremendously big seller with them on account of its extreme practicability and attractiveness, has entered suit through their attorney, George A. Hutchinson of Washington, D. C., against the Griffin-Choker Co., Philadelphia, Pa., for infringement of patent on the item.

Copeland to Have Exclusive Representation Here

The firm of Copeland & Thompson have just been incorporated to take over the representation of W. T. Copeland & Sons, in this country, which has heretofore been represented by Guerin, Pouyat, Elite, Ltd., 43 West 23rd St., New York, controlled by Cassidy's Ltd. Montreal, Canda.

Sid E. Thompson, one member of the new firm, has specialized in selling the Copeland line in this country for several years and up to his resignation about a month ago, had been connected with Cassidy's Ltd., for twenty-one years.

The other member of the concern is Ronald Copeland,



No. 4179

The Studio
Hand Painted

Tirschenreuth
Open Stock
Dinnerware
Stock or Import

Attractive Shapes
Beautiful Patterns
Unsurpassed Quality
Prompt Service

Paul A. Straub & Co.
105-107 Fifth Ave., (at 18th St.)
New York



No. 4183

The Cambridge
Hand Painted

Tirschenreuth

Open Stock
Dinnerware
Stock or Import

Attractive Shapes
Beautiful Patterns
Unsurpassed Quality
Prompt Service

Paul A. Straub & Co.
105-107 Fifth Avenue., (at 18th St.)
New York

head of W. T. Copeland & Sons, Stoke-on-Trent, England, and who has just returned to England after paying a visit of several weeks to America.

The new firm has just closed a lease for a salesroom at, 206 Fifth Ave., where they will occupy the entire second floor, which runs through from Fifth Ave. to Broadway, giving them an unusually spacious display space.

Mr. Thompson is now busily engaged, having new fixtures installed, etc., and expects to be moved in ready to greet buyers by the latter part of January.

Name of of Economy Tumbler Co. Changed

A special meeting of the stockholders of the Economy Tumbler Co., was held recently at the office of the concern, Morgantown, W. Va., for the purpose of authorizing a change in the corporate title to the Economy Glass Co.

The company was formed in 1903 and at that time, tumblers of all kinds formed the major part of the factory's production. During the years that followed, the requirements of the glass market changed, as well as methods of production, and the lines of the company were built up, to include a wide variety of attractive items in a general line of blown glassware. This expansion was in addition, to the large tumbler business the company enjoyed, on its standard shapes of blown tumblers, as well as on the patented line of "Economy" Tumblers, of which they are the sole manufacturers.

The goods produced by the factory covers a wide range of shapes, colors and decorations.

The word "Tumbler" in the corporate title of the company has not expressed the real importance of the line to the glass trade and in realizing this, its stockholders authorized the change.

All legalities having been complied with, the new name will be used beginning Jan. 1, 1924.

George Dougherty, formerly with the Libbey Glass Mfg. Co., Toledo, and generally considered one of the most progressive men, connected with the domestic glassware industry in this country, is now treasurer and general manager of the company.

Vail and Young Secure New Lines

Clarence D. Vail and Clarence W. Young comprising the firm of Vail & Young, manufacturers' representatives, 1133 Broadway, have secured the representation for the New York market of the Coshocton Glass Co., Coshocton, O., a new concern just beginning operations. They will manufacture a line of machine pressed tumblers and tableware. They have also acquired the National Art Pottery Co., Coshocton, O., and the Lowry Pottery Co., Roseville, O., lines for representation here.

Assets of the Armor Bronze Co. Sold

In accordance with a notice mailed to the creditors of the Armor Bronze Co., Inc., manufacturers of lamps and art goods, dated November 23, 1923, all of the assets of

the company, were sold to Sig. C. Landsberg, Louis Sternberg and Conrad Osterman as of December 7, 1923, for $6,500.

Fondeville & Co. Honor Employee

Mouquin's restaurant, 28th St. and 6th Ave., was the scene on Wednesday evening, December 12th, of a very enjoyable dinner party given by A. J. Fondeville & Co., the well known importers, in honor of Fred A. Hecker, who on that date, had been in the employment of the concern for twenty years.

It was a jolly get-together affair in which genuine good fellowship reigned supreme.

Eugene Fondeville, head of the firm, sat at the head of the table and besides Mr. Hecker, the guests were J. K. Wilson with the Taiyo Trading Co., Geo. Harrison with Haviland & Co.,John Fisher, Howard R. Handy, F. Calvin Demarest, Edward Reiwald and John Plummer, the latter two of the Fondeville sales staff.

During the course of the dinner Mr. Fondeville spoke very appreciatively of Mr. Hecker's long and faithful service with the firm, after which he presented him with a handsome gold watch chain and Masonic charm.

Buyers in New York

December 6th, 1923

B. W. Cramer, housefurnishings and kitchen ware, Lansburgh & Bro., Washington, D. C., 115 West 30th St.

T. B. Bullock, housefurnishings, Anchor Stores Co., Winston-Salem, N. C., Collingwood.

W. D Davis, housefurnishings, Wm. Hengerer & Co., Buffalo, N. Y., 16 West 39th St.

December 7th, 1923

A. Moser, housefurnishings and china, Outlet Co., Providence, R. I., Imperial.

December 10th, 1923

M. Bloom, lamps, Gilchrist Co., Boston, Mass., 200 Fifth Ave.

December 11th, 1923

H. Bason, housefurnishings, Palais Royal, Washington, D. C., 220 Fifth Ave. (F. Atkins, Breslin).

H. Bloom, boudoir lamps, Gilchrist Co., Boston, Mass., 200 5th Ave., Room 602.

W. W. Taylor, housefurnishings and toys, D. M. Read Co., Bridgeport, Conn., 315 4th Ave. (D. G. Alliance).

December 13th, 1924

T. Martin, china and high grade china, Jordan-Marsh Co., Boston, Mass., 432 Fourth Ave.

Bokee to Be at Show

Edwin F. Bokee, Baltimore, Md., who is the Southern representative of The Pope-Gosser China Co., Coshocton, O., will be in Pittsburgh in January during the Crockery and Glass Exhibit to give his personal attention to his customers from Eastern Pennsylvania and the South.

OBITUARY

Sidney B. Whitlock

The trade will learn with extreme regret of the death last week, following an operation for appendicitis, of Sydney B. Whitlock, who has been prominently identified with the glass business for years. For thirty-two years



No. 3810

The Old Meissen
Hand Painted

Tirschenreuth

Open Stock
Dinnerware
Stock or Import

Attractive Shapes
Beautiful Patterns
Unsurpassed Quality
Prompt Service

Paul A. Straub & Co.
105-107 Fifth Ave., (at 18th St.)
New York



No. 4177

The Franklin
Hand Painted

Tirschenreuth

Open Stock
Dinnerware
Stock or Import

Attractive Shapes
Beautiful Patterns
Unsurpassed Quality
Prompt Service

Paul A. Straub & Co.
105-107 (Fifth Ave., at 18th St.)
New York

he had been with the Hazel Atlas Glass Co., first as New England representative and later for many years as New York representative for the factory, a position which he held at the time of his death. He leaves a widow, two brothers and a sister.

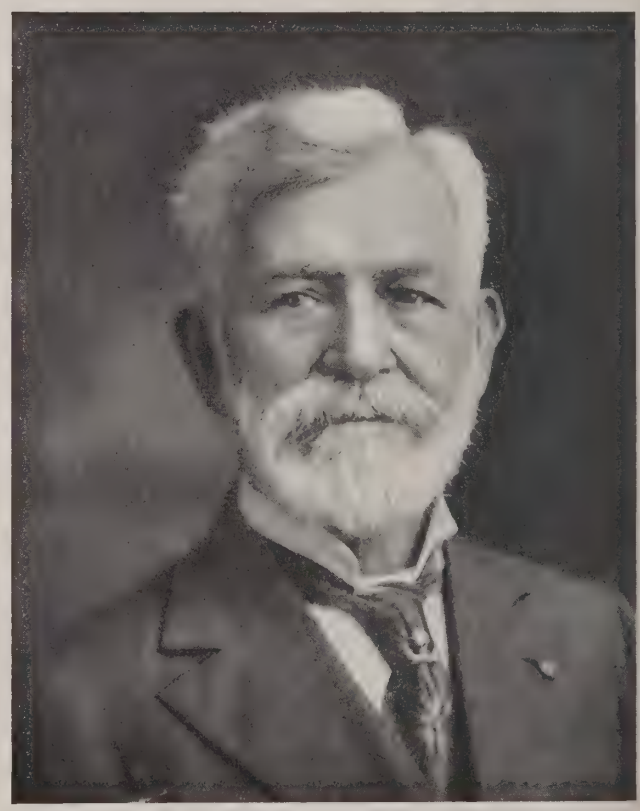
Prominent Glass Manufacturer Eighty-three Years Young

An outstanding figure in the glass manufacturing business of America today is J. E. Miller of the Duncan & Miller Glass Co., Washington, Pa., who is still actively engaged at the head of the mould department of the factory and is considered one of the most able men in this branch of the business in the country.

There is no indication of his years, either in his appearance or actions. The bright sparkle in his eye, an elasticity of movement and an alertness of mind, all would lead one to believe him a man of many years his junior.

He is on the job at the factory bright and early every day and still keeps the younger men stepping to keep up with the pace.

A biographical sketch of Mr. Miller's life is sure to prove of much interest, to a very wide circle of friends in the trade, who not only have the greatest respect for his ability but for the sterling qualities he possesses as a man among men.



J. E. Miller

He was born in Germany, August 31st, 1840, and when he was five years of age his parents emigrated to America, arriving in Pittsburgh in 1845. He began working at ten years of age for Mulvany & Ledlie, glass manu-



"The Dresden" No. 9815

A New Line, Not Pierced, in Teaware As Well As
In All Sizes of Plates Including the Place Plate.

Stock or Import

PAUL A. STRAUB & CO.

at 18th Street 105-107 Fifth Avenue New York

facturers, and worked there for two years. In 1852 he went to work for Bryce, Richards & Co., with whom he remained until the panic of 1857. Being out of work, he then went with A. & J. Beatty at Steubenville, O., in their mould department, where he remained until he enlisted in the army in 1861. After he was discharged he resumed his work for A. & J. Beatty. In 1867 he was married and removed to Pittsburgh, taking charge of the mould department for Kingson & Co., where he remained until 1874. He then had charge of the mould department for Geo. Duncan & Sons, until it was absorbed by the United States Glass Co. In 1892 the late James E. Duncan, H. B. Duncan and M. Miller, erected their present works, The Duncan & Miller Glass Co., Washington, Pa., which is well known the country over, for the quality of its product and also as one of the most successful glass concerns in the business.

Chas. Hall, Inc., to Move

On January 1st, Chas. Hall, Inc., who have occupied for a number of years, the building at 18 West 23rd St., will remove to their new building, at 3 East 40th St., which is very conveniently located being easy of access from any part of the city. The concern represents the Haeger Pottery Co's. line as well as Borghese productions, Hall Shop products and Hall Shop brass goods.



JOHN L. PASMANTIER,

Head of John L. Pasmantier & Sons, Wholesalers of Dinnerware and Art Pottery. Mr. Pasmantier was honored by his employees recently when they gave him a dinner and presented him with a silver loving cup in celebration of the concern's first anniversary in their new business home, 5 West 20th St.



Two Tone Luster Tea Sets
23 Pieces
Stock or Import
PAUL A. STRAUB & CO.
At 18th Street 105-107 Fifth Avenue New York

Merchandising for Bigger Sales

(Continued from page 96)

running his store. What *is left,* after all expenses are paid, is real, or *net profit.*

IMPORTANCE OF TURNOVER

A merchant buys $5,000 worth of merchandise at the beginning of the season; he sells it quickly and has his $5,000 to buy more goods. He orders more stock, sells it in a short time, and has his $5,000 to invest again in merchandise. Each time he uses this $5,000 to buy merchandise, or each time he buys and sells his complete stock in this way, that stock turns over. That is what merchants call *merchandise turnover.*

Here is the way he figures out the number of times his complete stock has turned: A merchant's total sales for a whole year may be $30,000. At the end of the year, he has left stock amounting to $6,000, based on retail prices. To find out the number of complete turnovers made during that year, or the number of times complete stock was was bought and sold, he divides the $6,000, representing the stock on hand at the close of the year, into the $30,000, representing his total sales for that year. The result shows a stock turn of five times in one year, and profit made five times over. This, then, is the way to figure out the number of merchandise stock turnovers in any retail business. Divide the average inventory (average amount of stock based on retail prices) during a period into the total sales for the same period.

In figuring stock turnover, a merchant is careful to see that his average inventory figure, or the average amount of goods on hand, during the period for which he is figuring, is based on retail prices. He divides this retail inventory into his sales, and as both are based on retail prices, he obtains an acurate turnover figure. He can, if he wishes, find out his merchandise turnover figure by dividing his sales reduced to cost price, by his average stock on hand, reduced to cost price. This gives him the same result as dividing sales at retail prices by average stock at retail, but it is a method not much used by modern merchants. As most retailers to-day do all their figuring and keep records based on retail prices, the most widely used method of figuring merchandise turnover is by using all retail figures.

Your Bank and Your Business

(Continued from page 167)

turity date, possible endorsements, etc. The geographical location of a business is another factor to be considered, as climatic, economic, political, and financial conditions in various sections of the country differ widely and any of these conditions may have an important bearing on the soundness of the loan. The selling terms and the regularity with which business statements are issued are also important items to any bank which is considering making a loan.



CHICAGO

A Progressive Spirit, enhanced by Geographic Advantage, has made this a market of prime importance for Crockery and Glass, Lamps and Housefurnishings. The following pages tell what to Buy and where in Chicago.

"Business Good," Says Chicago

Year's Business of Progressive Chicago Trade Gratifying, With Trade Nearer Normal During 1923 Than at Any Time During Past Nine Years

"HOW'S Business?"

"Oh, can't complain."

A question asked and answered many hundreds of times a day, in rather a meaningless manner, but indicative, nevertheless, of actual conditions as they have prevailed in Chicago for the past twelve months.

Some have complained, but the great majority of those engaged in the glass, crockery, lamp and housefurnishing industries of Chicago have had little room for complaint during the year.

With the possible exception of the international situation, the stage has been set for good business. The larger industries of the middle west have been working consistently throughout the year, giving employment to all and consequently putting large sums of money in circulation.

The large savings deposits, greatest in the history of the country, reported by banks in all sections, prove that the public has money to spend—and they have been spending it during 1923. Construction work, with the resultant outfitting of new homes, has been bigger during the past year than ever before in the Middle West, thus adding another stimulant to the sale of dinnerware, table glassware and housefurnishings of every description.

Improvement in the financial status of the farmer has been noteworthy this year, and buying power of the country trade has been directly reflected in the business of merchants in small and medium sized towns throughout the agricultural sections. Mail order houses have staged an almost phenominal "come back" in their business which can be laid to improvement of conditions on farms.



Chicago Display Office of the Albright China Co. in Palmer House

Selling of dinnerware, both domestic and imported, was not a great problem during 1923. Most of the potteries have been oversold during the entire year and many of them are now dating delivery on orders as far ahead as next July. With such a start for next year's business, the local representatives of potteries will have a problem of securing deliveries for their clients, rather than developing new accounts. It looks like another big year for the potteries.

Colored glassware was a leader throughout the year. Decorative pieces as well as useful numbers of colored ware flooded the market, with factories continually bringing out new lines, each seemingly more attractive than the last, and each being readily taken by the buyers and the public in turn. One State Street buyer recently remarked: "It's a mystery to me what the people are doing with all the colored glass they are buying, but they still demand more and more of it."

Some discussion has been heard regarding the colored glass business for the coming year. The thought has been advanced that colored ware could not possibly have another year as big as the past twelve months. A canvass of the buyers, however, would refute this contention, the majority of them, while admitting that the sales have been enormous, believe that only the surface has been touched.

Decorated or colored glass salad plates also sold well, being more popular possibly, due to the shortage of pottery. Glass service dishes, sugars and creams, cake, and sandwich plates likewise came in for a fair share of business.

Heavy cut glass, for more than three years considered almost a drug on the market,

(*Continued on page* 223)



The Salesfloor of E. M. Meder in The Shops Building



Display Room of Kelley & Reasner in The Shops Building



Fulfilling a Mission

MEN of Intelligent Action labor to fulfill a mission—some economic, some political, some religious, and some business. Ours is a business mission—a mission of service.

We are manufacturers representatives and serve the buyer as he would be served at the individual factories we represent, but in a broader manner by associating allied lines in one comprehensive display.

Thus, the periodical inspection of our show rooms by buyers results in better trade for all concerned.

Specifically, our mission is to create that contact, based on confidence, between maker and buyer of dinnerware, glassware and allied lines.

May we serve you during 1924?

Factories Represented

Pope-Gosser China Company
Seneca Glass Company
Susquehanna Cut Glass Company
National Glass Novelty Company
Thompson Studios
Century Lamp Mfg. Company
H. E. Rainaud Company
Shepherd Company
Wood-Art Company
Burke Studios
Haven Company
Associated Chicago Manufacturers



Lamps Shades

Ira A. Jones Co.
9 North Wabash Avenue
Chicago

Dinnerware Glassware

Visit Our Display at the Congress Hotel, Feb. 4th to 9th, Rooms B32-30-34-36-38

Chicago Advances As Buying Center

The New Furniture Mart Nearing Completion Will Attract Trousands of Buyers to Chicago Each Year

BY the first of July Chicago will have the largest building in the world—The American Furniture Mart. Erected at a cost of $10,000,000 and occupying an entire square block, the new Mart is designed to make Chicago the furniture center of America.

Just what effect this impetus to furniture buying in Chicago will have on the pottery, glass and lamp trades will not be clearly understood probably for six months after the opening of the mid-summer furniture show next July. In as much as all high grade furniture stores sell a good volume of dinnerware and table glassware, there is no doubt that the mart will attract thousands of buyers to Chicago the year round who will be seeking supplies of china, glass and housefurnishings as well as furniture.

The building is now nearing completion on Lake Shore Drive and will have a frontage of 240 feet on Lake Michigan. In this sixteen-floor structure the buyers will have an opportunity to see displays covering 1,500,000 square feet of floor space. Over a million square feet of this space will be devoted to permanent displays of the wares from hundreds of makers of furniture, lamps and household items.



Not only is the American Furniture Mart located geographically correct, from the point of manufacturing and distribution, but is within a radius of 500 miles, a night's ride, from nearly 18,000 retail furniture dealers. Chicago has 350 furniture manufacturing establishments employing well over 12,000 people and producing more than twice the furniture of the next largest manufacturing center. Interesting from the viewpoint of buyers who wish to see furniture in the making. Chicago is already a prominent buying center for lamps, china, glassware and housefurnishings and buyers need not go elsewhere to secure these supplies when visiting the market for furniture.



Above, the Great Chicago Furniture Mart Below, the Imposing Entrance to the Building

No expense has been spared to secure the best architects, the best material and the best workmen to complete the world's largest building. Gothic style of architecture has been used for the exterior and the lobbies. The structure is of re-inforced concrete and steel, terra cotta and face brick exterior. There will be six hundred units of exhibition space, each one hundred feet deep. The exhibit spaces will front on marble floors. Good ventilation system and a sprinkler system has been installed—both well concealed from view.

The main entrance will be on Lake Shore Drive, leading directly into a two story lobby, artistically furnished and surrounded on three sides by a mezzanine balcony and a broad stairway leading to the upper floors. There will be a spacious library, a main dining hall, lunch rooms and grills, club rooms and assembly or conference rooms. No detail for the comfort and convenience of both the visiting buyers and the exhibitors has been overlooked.

The American Furniture Mart Building Corporation is in charge of the building and the leasing of the display space. Although no list of exhibitors or permanent leases has been released, it is known that manufacturers from 136 cities in all parts of the country have already selected their display space in the new building. Among those are two or three potteries and a few jobbers who handle, in addition to furniture specials, items in glassware and china.

The American Furniture Mart is a mammouth project in a large industry, and one which is certain to develop more business for Chicago, acting as a magnet to draw buyers of furniture, house furnishings, glassware, lamps, china, carpets and a hundred other allied lines.



Made only By

The N. O. CEDERBORG CO.

AURORA, ILL.

Chicago Exhibit Plans Ripen

Congress Hotel to Again Be Scene of a Big Buying Event in Trade, From February 4 to 9

ESTIMATING the purchases at the last February Exhibit held at the Congress Hotel in Chicago at close to $5,000,000, both buyers and manufacturers are naturally making ready to attend the Fourth Chicago Exhibit of Glass, Pottery, Lamps and Housefurnishings, to be held at the Congress Hotel, for one week only, Feb. 4 to 9, 1924.

A year ago more than 1,500 buyers registered at the Congress to inspect the hundreds of exhibits of new merchandise being offered by the manufacturers of glassware, china and allied lines.

It would be a safe prediction to say that at least an equal number will be on hand for the next exhibit. The reduction in time of the show from two weeks to one week is merely a concentration of business which will doubtless cause no material difference in the attendance of buyers. It will however, speed up buying during the six days that displays will be open.

Up to the present writing more than 150 display rooms have been contracted for by manufacturers. The association has at its disposal one hundred less rooms than it had a year ago and for this reason it would be wise for any manufacturer who contemplates exhibiting to make his reservations at the earliest possible moment.

Buyers should make their plans now to spend at least two or three days in Chicago during the week of the exhibit. Their effort will be well repaid in a business educational way, for the four branches—glass, pottery, lamps and housefurnishings, will all be representative of the leading makers of the country. From the list of those who have already decided to maintain displays, shown on a following page, it will be seen that the size and variety of the Exhibit will be most interesting.

New arrangements have been made with the Congress Hotel, which is located on famous Michigan Boulevard and overlooks Lake Michigan, for exhibit rooms. The B. Floor, which was a source of worry to the buyers last year, because they were unable to locate some of the exhibits on this floor, has been eliminated as far as the North building of the hotel is concerned. All Exhibits will be in the South Building of the Hotel and all on consecutive floors.

As near as possible the lines will be grouped by floors. One floor will be devoted to glassware, one to china, one to lamps and art wares and one to housefurnishings. The association has reported two of the floors already "sold out" and the location of future applicants will have to be on adjoining floors.

The Chicago association has been at work on the plans for the coming exhibit for more than three months. Committees have been appointed and the work of arranging the final details for the convenience of buyers while in Chicago, as well as their entertainment will be completed by the first of the year.

The association is composed of individual buyers and manufacturers from the lines it embraces, and has been incorporated, not for profit, no member of the association deriving any income from membership, rental or publicity fees.

Chicago is anticipating even a greater success than the February 1923 exhibit, at the coming show, and buyers who are on hand to inspect the wares arrayed for their benefit, will have no doubt concerning the direct benefit of such a buying event to themselves.



Congress Hotel, Where the Fourth Chicago Exhibit Will Be Held

The Retailers' Ads

As some one has said: "The public is sensitive. It goes only where it is invited and stays only where it is well treated." The days of *caveat emptor* — let the buyer beware— have passed. The public now goes to the store where it is confident of receiving a square deal. This confidence can be secured only by selling honest goods at honest prices.

The good-will of the public is not difficult to hold once its confidence is gained.

A COMPLETE DISPLAY

THE FOURTH CHICAGO EXHIBIT

OF

GLASS, POTTERY, LAMPS, ARTWARES HOUSEFURNISHINGS

AT THE

CONGRESS HOTEL, FEBRUARY 4 to 9, 1924

Buyers!

The biggest and livest Exhibit in the Trade will be held in Chicago, February 4 to 9, 1924. One solid week of unequalled opportunities for real buying. Four floors of the famous Congress Hotel will be full to overflowing with the latest merchandise. Here you will find:

Glassware of all kinds.
Dinnerware.
Artistic Pottery.
The latest designs in portable, floor and bridge lamps,
Rare and beautiful merchandise for the Gift Department or Gift Shop,
Housefurnishing goods to catch the housewife's eye,
Special merchandise for bargain sales or premiums.

This Exhibit is Your Opportunity to start the New Year on a profitable basis. Here under one roof you can compare the different lines, analyze prices and make careful selections. You will meet the manufacturers face to face; you will pick up new ideas on merchandising; you will return to your own place of business with an entirely new viewpoint and broadened vision. Make a note now to reserve the week of February 4 to 9, 1924, for a visit to the Fourth Chicago Exhibit.

Manufacturers

A few rooms are available. For full information write to

Glass, Pottery, Lamps and Housefurnishings Association
9 N. Wabash Ave., Chicago, Ill.

Reduced Railroad Rates

The Interstate Merchants Council will hold its semi-annual Convention in Chicago during the week of the Exhibit. Reduced fares to Chicago from all parts of the Country will be available to Members of the Council. Write immediately for information telling how you can become a member and get the reduced rates. Use the Coupon.

Glass, Pottery, Lamps and Housefurnishings Assoc.,
9 No. Wabash Ave., Chicago

Gentlemen:

Please send information regarding Reduced R. R. Rates to Chicago.

Name .....

Address .....

City .....

State .....

List of Exhibitors for Chicago Show

Following Is Partial List of Those Who Have Reserved Space for Fourth Chicago Show—Feb. 4 to 9—at Congress Hotel

OTHER exhibitors at the Chicago Show will be announced in January issues of the CROCKERY & GLASS JOURNAL, in the order rooms are secured:

Acme Metal Goods Mfg. Co.
Acme Rubber Mfg. Co.
Albright China Co.
Aluminum Cooking Utensil Co.
Aluminum Cookware Co.
Aluminum Factories
Aluminum Products Co.
Aluminum Specialty Co.
American Bisque Co.
American Stamping & Enam. Co.
Anchor Mfg. Co.
Art Industries, Inc.
Art Lighting Studios
Artistic Metal Products Corp.
Atlantic Import Corp.
Atlantic Refining Co.
Automatic Wire Goods Mfg. Co.
Autoyre Co.

Bahl-Shem China Co.
Basket Importing Co.
Basset, Geo. F. & Co.
Bing, Ferdinand & Co.'s Successors
Blum, M., Silk Shade Co.
Bonita Art Glass Co.
Borin Manufacturing Co.
Browne, W. G., Mfg. Co.
Brush-McCoy Pottery Co.
Burke Studios.
Burlington Basket Co.

Canton Stamping & Enam. Co.
Cassidy Co., Inc.
Cataract Sharpe Mfg. Co.
Catlin Manufacturing Co.
Central Flat Iron Mfg. Co.
Century Lamp Mfg. Co.
Chicago Gift Market
Cliftwood Potteries
Clyde Castings Co.
Colonial Lamp & Fixture Works
Commercial Reed & Rattan Co.
Corning Glass Works
Coshocton Glass Co.
Cowan Pottery Studios
Crest Co., The
Crooksville China Co.
Crown Cut Glass Co.

Davenport Ladder Co.
Davies Glass & Mfg. Co.
Diamond Glassware Co.

Eagley Morrison & Co.
East Liverpool Potteries Co.
Ebeling & Reuss
Ebenezer Cut Glass Co.
Economy Tumbler Co.
Empire Transformer Co.
Eureka Tumbler Co.

Fenton Art Glass Co.
Finn, J. B.
Fletcher Enamel Co.
Fort Pitt Glass Co.
Fulper Pottery Co.

Genesee Pottery Co.
Gerahty, M. J.
Gill Glass Co.
Greener, H. M., Sales Co.
Gudeman & Co.

Hall, Charles, Inc.
Hall China Co.
Handy Things Mfg. Co.
Hanson Brothers Scale Co.
Haven Company
Helm & Soukup Inc.
Hinkle-Leadstone Co.
Hoag Duster Co.
Hocking Glass Co.
Hodges, Wm., & Co.
Hooker, H. E., Co.
Hopewell China Corp.
House Furnishing Journal
Huntington Tumbler Co.

Illinois China Co.
Illinois Pure Aluminum Co.
Imperial Glass Co.
Indiana Aluminum Ware Co.

Jeannette Glass Co.
Jones, Ira A., Co.

K. & O. Co.
Katz, Frank M., & Co.
Kelly & Reasner
Kewaskum Aluminum Co.
Knapp, E. J., Candle & Wax Co.
Kohler Die & Specialty Co.
Kopf, Marcus S.
Koscherak Brothers

Lancaster Glass Co.
Lawson, F. H., Co.
Ling, John H.
Little-Jones Co.
Littlestown Hdw. & Fdy. Co.
Lowry, F. S., Pottery Co.

MacBeth-Evans Glass Co.
MacLeod Mfg. Co.
Maibrunn Co., The
Manning, Bowman & Co.
Marion Glass Mfg. Co.
Martin's Mercantile Co.
Maryland Glass Co.
McAnulty Co., The
McNicol, T. A., Pottery Co.
Meder, E. M.
Minnemeyer, W. G.
Mitchell-Woodbury Co.
Moe-Bridges Co.
Mueller, Wm. G., Inc.
Mulvaney Art Studios
Mutual China Co.

National Glass Novelty Co.
National Pottery Co.
New Martinsville Glass Mfg. Co.
New Standard Corp.
Newton, Earl W., & Associates
Noe, Wm. R., & Son
Northwestern Expanded Metal Co.
Northwood, H., Co.

Owen China Co.

Paden City Pottery Co.
Paramount Glass Co.
Patent Novelty Co.
Peerless Light Co.
Phillips Glass Co.
Phoenix Import Co.
Pioneer Cutlery Co.
Pope-Gosser China Co.
Porter, C. B., Co.
Potomac Glass Co.

Queen Manufacturing Co.
Queen's Pantry Co.

Radiant Lighting Fixture Co.
Rainaud, H. E., Co.
Rapaport Brothers
Republic Stamping & Enam. Co.
Reynolds Aluminum Co.
Riviere Brass & Bronze Co.
Robeson-Rochester Co.
Rome Mfg. Co.
Rosenbaum, M., & Sons

Saunders, D., Co.
Sauquoit Toilet Paper Co.
Schlueter Mfg. Co.
Schmidt, Hugo W., Co.
Schoeman, Meyer & Co.
Seneca Glass Co.
Sheboygan Aluminum Co.
Shepherd Co.
Simpson, Lewis H., & Co.
Space-Dover Clothes Rack Co.
Stage-Kashins Cut Glass Co.
Stamping & Tool Co.
Steuben Glass Works Division of Corning Glass Works
Stowe Butter Package Co.
Straub, Paul A., & Co.
Stubes & Kuck Co.
Susquehanna Cut Glass Co.

Thompson Studios
Tinker, F. B.
Tucker & Dorsey Mfg. Co.

Uhl Pottery Co.
Union Brush Co.
United Chair Seat & Novelty Co.
Universal Cabinet Co.
Utility Mfg. Co.

Wabash Basket Corp.
Weil-Ransom Co.
Wellsville China Co.
West, Geo. R., & Sons
Weston Glass Co.
Whyt Enamel Specialty Co.
Wolf, Ernest
Wood Art Co.

Young, Wm. B., Co.

Zanesville Stoneware Co.

Jade green

This attractive jade green glassware is one of the most successful lines brought
table decoration. Shipped dire



6253 Handled Candlesticks.



Thin blown glassware.

6270 Goblets. Tall Sherbets. Footed Tumblers. Coasters.



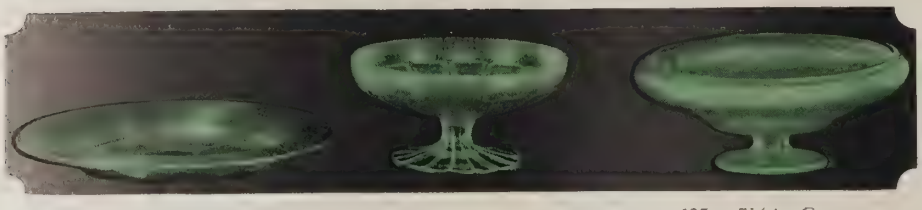
6246 Flower Holder. 2½ in. 3½ in.

6248 8¾ in. Bowl and Standard.

6238 7½ in. Bowl and Standard.



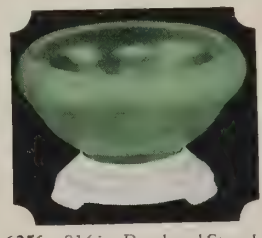
6252 Can



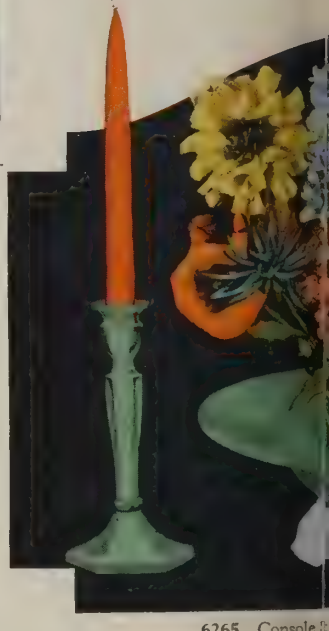
6254 8½ in. Plate.

6285 6¼ in. Bon Bon.

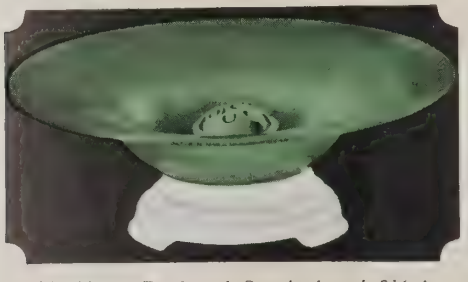
625 7½ in. Comport.



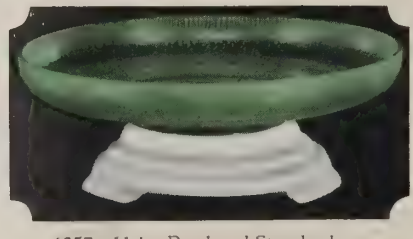
6256 8¼ in. Bowl and Standard.



6265 Console
Does not



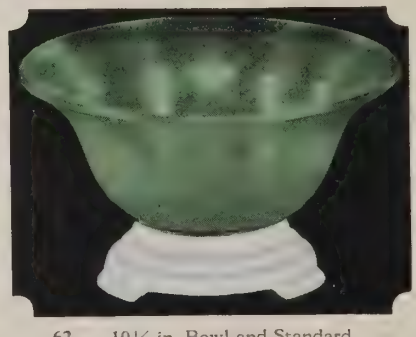
624 13 in. Bowl and Standard and 3½ in. Flower Block.



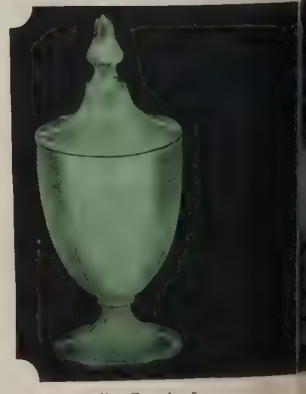
6257 11 in. Bowl and Standard.



6251 Console Set. Does not include candles or fruit.



62 10½ in. Bowl and Standard.



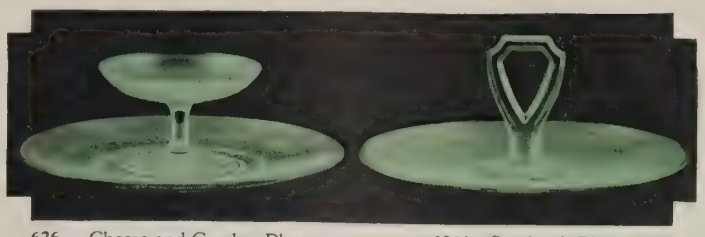
6258 1 lb. Candy Jar.

ıssware

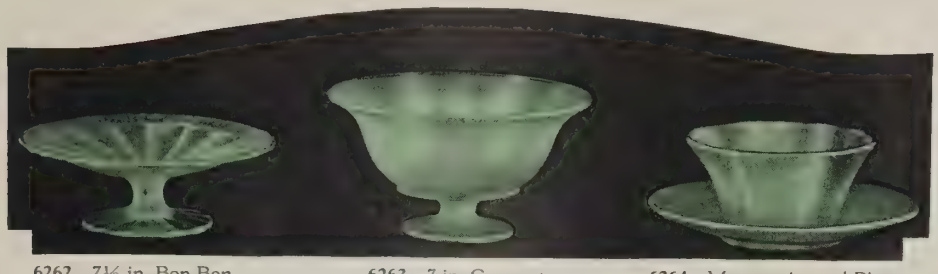
e soft coloring of the various pieces give it complete harmony with any
:tory, at factory prices.



n. high.



626 Cheese and Cracker Plate. 6261 Sandwich Plate.



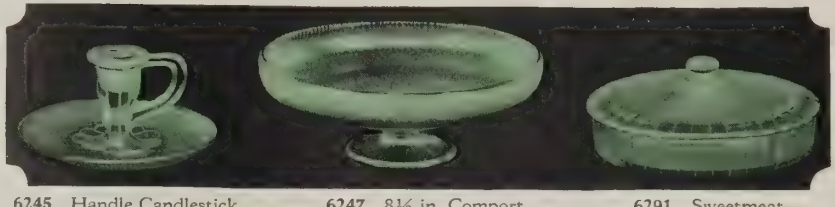
6262 7½ in. Bon Bon. 6263 7 in. Comport. 6264 Mayonnaise and Plate.



6255 Candlesticks.



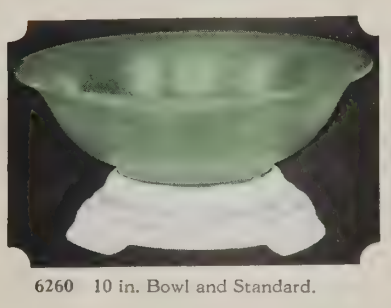
6289 9½ in. Bowl and Standard.



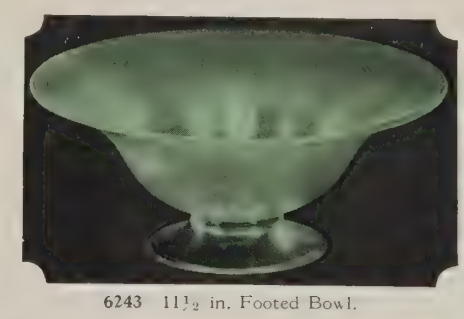
6245 Handle Candlestick. 6247 8½ in. Comport. 6291 Sweetmeat



Flower Block.
or flowers.



6260 10 in. Bowl and Standard.



6243 11½ in. Footed Bowl.



6244 Bowl and Standard.



6283 Bon Bon.



6249 Console Set. Does not include candles or fruit.

FOSTORIA GLASS CO.



The latest in vanities

You are invited to visit our display in Chicago, to inspect the Fostoria creations for 1924. Our display will be complete on January First.

H. G. Dalzell
Chas. K. Price

J. W. Dalrymple
R. W. Bringham

Permanent Display Rooms—806-7-8 Capitol Building

159 N. STATE STREET CHICAGO, ILL.

Selling Dinnerware á La Mode

Dinnerware Should Be Sold as a Distinct Table Appointment, Not as So Much China, Says Prominent Sales Manager

By W. T. Darden
Sales Manager, Albright China Co.

WHEN a man decides to build a home he first goes to an architect and has him plan his home, for which he pays. When it is completed he goes to an interior decorator who looks the house over and furnishes it with what he thinks suitable.

When a woman starts out to buy gowns, wraps, furs or hats she is guided by the expert in each particular line as to what is becoming and appropriate and if after buying a gown she sees one she likes better, she buys another. In each instance mentioned above the knowledge, taste and experience of those in their respective lines is used by the purchaser.

The architect, the modiste, the furrier, the decorator, all know their customers and what their requirements are, what they should have whether they want a modest bungalow or a mansion, whether they drive a Packard limousine or a Ford, whether they can afford a thousand dollar coat or one for fifty dollars. In other words, the customer is inventoried by the expert salesman.

Now, when this home is completed, decorated, furnished with period furniture, silken draperies, oriental rugs, the lady then proceeds to buy her china. She goes to either an exclusive China Store or a Department Store China Dept. and looks for china. The busy season has just begun and there are many new salesladies taken on whose knowledge of china has been acquired at home and from her social friends, she proceeds to sell the china for the home just completed. There are some undesirable patterns in the stock which have been marked down from $75.00 to $37.50. The saleslady having no knowledge of what her customer should have, proceeds to extol the beauty and merits of the $37.50 set and the customer being convinced the saleslady knows what she is talking about, buys the set without regard to whether she has a handsome mahogany dining table or a $25.00 oak table in her dining room.

The unfortunate part if it is, regardless of how homely the set is in shape or decoration after putting it on her table and using it, it will grow on her and before long she will think her set beautiful and will continue using it for years.

She will replace curtains, rugs and furniture that never dinnerware until she absolutely has to through finding she expects company of five and only has three cups to use then she will buy cups.

Therefore, we can safely say not one out of fifty today has the proper kind of china in their homes regardless of how much taste and expense is used in the rest of their furnishings, and the reason for this condition lies with the China Dealer.

Why not employ in every China or Department store an expert, one who can tell your customers what they should have in china, as a draper would in draperies go out and look their home over and suggest what would add beauty to their home. In other words, diagnose your customer's wants and tell her what she needs. When a customer comes in, have your salesman find out whether she lives on Riverside Drive or Gold Coast, whether she drives a limousine or a Ford and sell her what she needs—it is done in all other lines but ours.

The writer was called in as an expert some time ago to see a Dinner Set a lady had brought but was not satisfied with it. It had been *sold her* by a salesman. The set proved to be a plain gold band set which she had out for my inspection on a most beautiful mahogany table. Her house had been decorated and furnished by an Interior Decorator. The moment I saw the surroundings, a set I had seen a few days before in a window came to my mind. I could do nothing but tell her the set she had, spoiled the rest of her home, but I knew the set she should have. She was interested and I took samples of the set I had in mind out and the moment I put them on her table the set was sold and instead of her using the plain gold band, she is in possession of a $3,300.00 set of English China decorated in Raised Paste Gold, which is the joy of her heart. This is only to illustrate my point that it can be done.

While in California recently, I met a gentleman who is a manufacturer of a kindred line who informed me he had a very fine French China set for which he had paid $250.00. Upon questioning him I found he lives in a $50,000.00 bungalow, spent $20,000.00 furnishing his home, had a mahogany table (the finest in California), drove a Packard car and thought he owned a fine dinner set. When I told him he was a 'piker" and should have a $5,000.00 set, he frankly told me he had never heard of one. Whose fault is it?

Why not sell china intelligently, find out what a customer needs and sell them what they should have.

When we realize that there is only about 60 cents per capita of china consumed in this country a year, it is absolutely ridiculous. There is more chewing gum used and yet there is no feature of a home dearer to a woman's heart than her China Closet and at dinner when she entertains nothing swells her bosom with pride more than to have her china commented on with praise.

Oft times in selling a fine set to a customer who should



7046

Come to our nearby Display Rooms



It is only a short distance from the Congress to our beautiful display rooms in the Almco Building, 1433 South Wabash Avenue. You will find the trip well worth while, for the collection of Almco Lamps now on display is by far the finest in the history of the company. It will be a revelation to you of the progress of lamp design and manufacture in this country, in which this company is one of the leading factors.



4013



4050

ART LAMP MANUFACTURING COMPANY

Wholesale Display Rooms

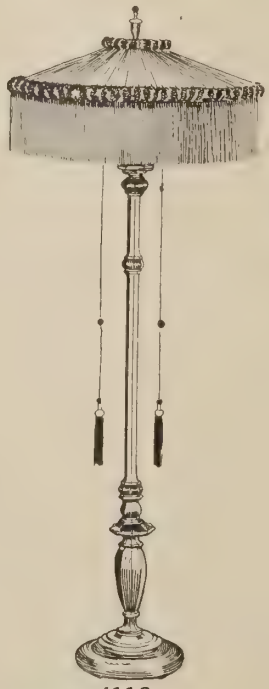
Almco Building, 1433 South Wabash Avenue, Chicago
306 Fifth Avenue at 31st Street, New York



8424



8089



4116



5017



7539

ALMCO LAMPS

have one, the salesman does not think to call attention to the fact that instead of buying twelve covers they should really buy fifteen or eighteen, or in many instances twenty-four covers. If properly explained that if they wanted to entertain more than twelve only once or twice a year their set would not be complete without the extra covers. It would be a favor to the customer and increase the consumption of china.

If the same amount of intelligence were put in selling china that is shown in selling many other commodities there would be a wonderful improvement in our business. If we could get the China Manufacturers and Dealers to contribute to a fund to have some well known and popular author write a series of stories to run through the national magazines for a period of months, telling its readers what they should use in china and what would be proper and correct, it would be the greatest investment they ever made and would educate the people in the homes, as all would read them.

Another feature of the china business which has had a tendency to keep the values down is the effort of the dealer to fight price and get it down in many instances to, or below cost of production.

When a manufacturer of shoes, cotton goods or other products calls on the largest jobber or distributor and quotes a shoe at $2.65, $2.75 or $2.90, or Fruit or the Loom at 7⅛ cents, the buyer never questions their price, so with all other merchandise. The quoted prices are accepted and orders placed, but were a factory to quote 90 per cent off on porcelain the buyer would want to know if there were not another 5 or 10 per cent special discount to him. This all buyers and sellers know to be a fact and it is the only commodity I know of which it is true.

Why not elevate the China business and put it on its proper plane. It is by far the most attractive furnishing in a home, for where friends and even families gather around the dinner table, their attention is centered on the china service and if attractive, will leave a pleasant memory with them and is there any detail of a home that will give the hostess more pleasure or that she will take more pride in than a beautiful dinner service. NO.

Sears, Roebuck to Share Profits with Employees

Sears, Roebuck & Co. will give its employes an opportunity to participate in a larger percentage of the profits of the organization as a result of changes to be made in the profit-sharing system to take effect Jan. 1, 1924. Beginning with that date, according to announcement made by Julius Rosenwald, President, the company will turn over a minimum of 7 per cent. of its annual profits, against 5 per cent. which has been turned over since 1916.

All employes with the company one year or more participate in the profit-sharing system by depositing 5 per cent. of their annual salaries to the fund, to which is added the contribution of the company. The funds so accumulated, according to the company's statement, "so far as practicable and advisable," will "be invested in the company's stock to the end that the depositors may share in the largest measure possible in the earnings of the company."

The trustees of the fund are Julius Rosenwald, Albert H. Loeb, O. C. Doering, John H. Mullen and May Middleton. Commenting on the profit-sharing system, President Rosenwald said:

"The purpose of the fund is to permit employes to share in our profits and to encourage the habit of saving, so that when they reach the age when they retire from active service, or when they remain after a long service record, they will have accumulated a substantial sum.

"Sears, Roebuck & Co. have made no effort to measure the benefit to themselves alone from the profit-sharing with employes. It is a feature of our general policy, of which profit-sharing is only one item, based on our belief that being just and fair to employes is mutually satisfactory to all concerned and ultimately redounds in added net profits to employes as well as stockholders. Besides being just, we believe it pays to give employes a share in the prosperity of the business in addition to their salaries."

From July 1, 1916, to Dec. 31, 1923, inclusive, estimating for 1923, the company under the original profit-sharing plan will have paid into the fund approximately $5,000,000 as its share.

Retail Policies in 1924

Little material change in retail merchandising policies for 1924 is foreseen by those looking ahead to this period. The success with which the stores have followed the policy of buying frequently, keeping stocks light and emphasizing speed of turnover commends it to them as the most advantageous one to follow during the traditionally troublesome Presidential election year. Within these restrictions, the tendency is to believe that retail sales during the coming year will be good. Mail order houses are likewise expected to do well, continuing the excellent sales they have had during the last eleven months. It appears indicated that the retail distributor will again be placed in a more strategic than that occupied by the manufacturer and in some

Watch the Average Sale

One effective way in which progressive department store concerns are striving to increase their sales volume is by inducing their salespeople to sell the better qualities, thereby increasing the amount of the average sale. That this is being done with considerable success by the stores in Boston is indicated by a remark relative to the sales during September in the November *Monthly Review*, published by the Federal Reserve Bank in that city, as follows:

"The increase in the value of the sales of the Boston department stores this year as compared with last year is due to the higher value of the average sale, rather than to an increase in the number of sales made.

ATLANTIC IMPORT CORPORATION

17 North Wabash Avenue
CHICAGO



Offer to Jobbers or other large users,
unusual values in

TUMBLERS

Plain, Optic and Etched

Popular-priced Color Lustre

VASES

and a very special representation
at interesting prices in fine china

LUSTRE TEA SETS

BOBECHES with PRISMS and TEAR DROPS

Practically all our items in handy carton packing

Come to the
CHICAGO SHOW
Congress Hotel, Feb. 4-9
Our Display, Room C-37



These Imported lines as well as leading
American Manufacturers

Represented by

HELM & SOUKUP, INC.

TABLE GLASSWARE
LAMPS, ETC.

17 NORTH WABASH AVENUE
CHICAGO

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

THE Mulvaney Art Studios, makers of glaze lamp shades, parchment shades and specialties, have moved into a new factory located at 3668 S. Michigan Ave., where they have more than double the space they formerly occupied on Milwaukee Ave. Miss Phillips will show the Mulvaney line at the Furniture Show in Grand Rapids during January and at the Pottery, Glass, Lamps and Housefurnishings Show in Chicago during February.

A. G. Hallgren, manufacturers representative, with display in the Garland Building, is now showing the Bartlett-Collins Glass Co.'s line of table glassware. This was formerly sold in Chicago by Thos. F. Reid.

The Paul Richter Manufacturing Co. of Maywood, Ill., for many years one of the leading cut glass cutting factories in the middle-west, has entered a broader field of merchandising. This company, under the direction of Mr. Richter, is jobbing silverware and floor lamp lines, in addition to selling their regular lines of cut glass from their own factory. The lamp line was added only a few months ago and Mr. Richter was so encouraged with the results obtained while selling the lamps in conjunction with cut glass, that he has decided to add silverware and make the new departments a permanent part of the business.

Upon return from his annual trip to the factory, Harry G. Dalzell announced that the middle-west selling organization of the Fostoria Glass Co. would remain intact for the coming year. Harry G. Dalzell is in charge of the Chicago office, J. W. Dalrymple, while making his headquarters in Chicago, travels in the Northwest. Chas. K. Price and R. W. Bringham cover territory adjacent to Chicago. Display rooms are located in the Capitol Bldg., formerly known as the Masonic Temple.

Pattern B-2000, being a gold coin with border decal, one of the latest products of the Potter's Cooperative Co., has taken extremely well according to Geo. T. McNicol, in charge of the Chicago display rooms of the Potters company in the Palmer House.

Oscar Helm of Helm & Soukup, manufacturers representatives and importers of glassware, predicts that 1924 will be a "bobeche" year for the manufacturers of table and boudoir lamps as well as candle sticks. Glass bobeches, imported by Helm & Soukup are proving popular with lamp manufacturers and are being used more extensively in the newer lines of candle sticks and small lamps.

E. M. Meder, manufacturers representative, with show rooms in the Shops Building, will display, commencing Jan. 1, a new and complete line of decorated lustre ware, made for his own account. Mr. Meder will also have many new numbers in colored glass from the Jeanette Glass Co. as well as new gold encrusted glassware from the Maryland Glass Co. The Meder sales organization will remain unchanged after the first of the year with C. D. Spreng, W. J. Behnke and Bert T. Rinkin, assisting Mr. Meder.

"Betty Jane" Toy Cooking Glass set, made by the McKee Glass Co. of Jeanette, Pa., has been a popular number this fall according to Kelly & Reasner, Chicago representatives for the McKee Co. The 1924 selling staff of Kelly and Reasner will consist of Harry Kelly Clyde Reasner and Sidney Mintz, Mr. Pritchard having severed his connections with the company.

Since the Owen China Co. placed their new Plymouth Shape on the market, two months ago, this new dinnerware has proven a winner. With its ribbed effect, something entirely new, it has been readily taken by department store buyers. Samples are on display with Earl W. Newton and Associates, 9 N. Wabash.

Samples from the newly organized Coshocton Glass Corporation of Coshocton, O., were placed on display for the first time in the show rooms of Ira A. Jones Co., 9 N. Wabash Ave. this month. The "Coshoc" line includes the better quality pressed, table, hotel, soda, Iced Tea and jelly tumblers, together with an excellent assortment of nappies. The Ira A. Jones Co. have been appointed factory representatives for Chicago and the middle-west and Vail & Young have been appointed factory representatives for New York and the eastern territory. Complete sample lines will be on display permanently with the two selling organizations mentioned.

Walter B. Andrews, representing the Monongah Glass Co., the Co-operative Flint Glass Co., and the Duncan & Miller Glass Co., is showing new samples in decorated stemware and tumblers particularly adapted to the better class of stores. Twenty-four carat Roman gold and burnished coin gold band patterns are exceptionally rich in appearance, although the popular price colored band decorations are also moving readily.

A $1,000 life insurance policy for each member of the Chicago Glass, Pottery, Lamp and Housefurnishings Association, will doubtless be voted at the next meeting of the association. The plan proposed is for the association to take out group insurance, providing they can show an

average age of not more than 45 years among the members. The policies will be issued without medical examination and would be paid for by an increase in the dues of the association from $5 to $15 per year. This blanket policy offers members of the trade an unusually low rate of insurance and may be secured by individuals who would otherwise be rejected by insurance companies. This, together with other constructive ideas being considered by the association, is expected to make the holding of a membership card something of real value in the association, and is certain to increase the membership materially.

Conway & Bailey, factory representatives, with display at 6 N. Michigan Ave., have completed their first year of partnership. Their representation of the Federal Glass Co. and the Nivison-Weiskopf Co. has been most satisfactory. New samples from the Federal Glass Co., including attractive iridescent stemware, recently arrived in the Tower Building show rooms.

J. B. Finn, 222 N. State Street, is arranging to exhibit the Ft. Pitt Glass Co. line at the Congress Hotel in February along with the Uhl Pottery Co., the National Pottery Co., and the Zanesville Stoneware Co., all of whom he represents in Chicago.

D. Saunders Co., formerly the D. Saunders Manufacturing Co., and known to the Chicago trade for many years, has moved into larger quarters in the Shops building, and is now occupying room 600. Elmer Saunders is manager of the company which is showing a number of representative lines of glassware and lamps. New samples for 1924 are now ready for buyers' inspection in this display room.

The Western China Works, Inc., of Aurora, Ill., makers of an extensive line of lustreware including vases, bowls, candle sticks, fancy pieces, etc., known as the "Aurora Lustrous Glazes," have appointed W. C. Owen middle western representative. Mr. Owen conducts a manufacturers representation business and maintains a display room in the Shops Building, 17 N. Wabash Ave., Chicago. W. E. Benbow is president and general manager of the Western China Works and G. J. Schock is vice-president and treasurer.

Carson, Pirie Scott & Co., wholesale has recently opened a wholesale gift department, which will be made a permanent feature of the establishment at 300 W. Adams St. The Carson glassware lines will be exhibited at the Chicago show, this company holding the exclusive selling rights on an extensive line of colored glassware.

Pottery Plant Enlarging

Work upon the new Albright China pottery addition, kiln and clay department, is showing up rapidly, the brick work of outer wall now well up to the top of the window casings. This addition at completion will provide 20,000 feet of floor space.

In connection with this, construction has also been commenced upon an addition to the decorating ware room and packing department, this extension taking up all the land of the company from the west end of the plant to the grounds of the W. & L. E. railway. This addition will give to the plant facilities 7,500 feet of floor space.

Other buildings placed at this plant and just enclosed is a two story 20 by 40 feet material room and a pumping house caring for the plant's own water system, recently installed.

The company is also making interior improvements and adding of new and modern machinery to the plant equipment. A decal machine has been purchased and will soon be placed, and dipping mangle, this for the drying of ware following its being dipped is to be installed, while a clay elevator will also have a place in the equipment. In addition, the plant is to be motorized throughout, power to be received from the Ohio Power Company's lines, the survey for this now under way.

With additions and improvements complete, the plant will have a capacity of output double that of a year ago, and in the operation will require and provide employment to from 75 to 100 additional workmen.

To meet emergency in housing facilities for employees the company has planned and has already began excavation for a number of new homes, weather permitting, the expectancy to erect five or six yet this fall, with perhaps as many or more the coming summer. The homes will grace the northwest section of the village and will all be of handsome design and pattern.

Illinois China Ready for Market

The re-organized Illinois China Co., of Lincoln, Ill., manufacturers of plain and decorated semi-porcelain dinnerware, are now under production after completely remodelling the pottery at Lincoln, Ill. Samples of the line will be displayed in public for the first time at the February Pottery, Glass and Lamp show at the Congress Hotel, Feb. 4 to 9.

The Illinois China Co. has already produced some mighty attractive ware which compares favorably with other semi-porcelain dinnerware lines of domestic or foreign make. Thus far two shapes have been prepared for the market. These are called "Lincoln" and "Glencoe," both may be had in plain, band or conventional border designs.

James Shaw, for many years identified with the pottery industry, is sales manager of the company and is directing his efforts to the middle west and western territory, where his plant will have some advantage in freight rates over the potteries located in the East.

Capacity of the plant, since reconstruction, is much greater than it was prior to the fire which temporarily closed the pottery. Five glost kilns, three bisque kilns and four decorating kilns are now completed and in daily use.

The Illinois China Co. has entered its application for membership in the United States Potters Association and

COMBINED PRODUCTION

Of Three leading manufacturers of Lamps and Shades



Our ADVERTISING AND SERVICE DEPARTMENTS give the buyers the most complete lamp merchandising plan ever offered.

The Combination

Covering every phase of lamp production, the resources of the Advance Wood Turning Co., The Parch-O-Lite Co. and Silvestri, Inc., have come under one ownership and management and their products will be displayed and sold jointly, thus giving buyers a selection of hand carved, wood turned, or wrought iron standards, and silk or parchment shades.

Free Advertising Helps

Cuts, mats, complete ads and editorials will be furnished dealers to aid them in increasing their sales of lamps. Free service under the direction of an advertising expert.

Service Department

Refinishing and repairing lamps or shades that become shop worn, at actual cost, is the business of this department. Another service for dealers which assures prompt turnover of all merchandise from the associated companies.

Write for our Lamp Merchandising Plan, but above all, don't fail to see complete sample lines at our show rooms.

ADVANCE WOOD TURNING CO.

LAMPS AND NOVELTIES

1345-69 Rawson Street
CHICAGO, U. S. A.

Silvestri

320 S WABASH AVENUE
CHICAGO

Parch-O-Lite Co.

1150 S. MICHIGAN AVE.

THE most **UNUSUAL DISPLAY**—the most **EXTRAORDINARY CREATIONS**—the most **SENSATIONAL VALUES** await you at the forth-coming January market. The combination of three largest manufacturers in their respective lines under one ownership and management has made this possible. Be sure and visit in the 1319 Building, Section 19, our display of the following:

- Mahogany Lamps
- Polychrome Lamps
- Hand Carved Lamps
- Hand Tailored Silk Shades
- Glasé Shades
- Parchment Shades
- Crystal Beaded Shades
- Wrought Iron Lamps
- Wrought Iron Torchieres
- Console Tables
- Wrought Iron Mirrors
- Hand Painted Placques
- Hand Painted Pictures
- Combination Mirrors and Placques
- Leaf Gilded Picture Frames
- Hand Painted Flowers

A complete line of Finials.

BREAD BOARDS AND KNIVES

Decorated with appropriate colors

Excellent quality at low prices

$15.00 Per Dozen Sets

Borders of Black Blue Pink Ivory

Flower Decorations of Beautiful Natural Colors

Board 14¾ inch long —9¾ inch wide



Handles of Knives Match Borders

Each set 1 board and 1 knife

There are 48 different decorations

AN EXCEPTIONALLY POPULAR GIFT ARTICLE

ORDER TODAY If not satisfactory return at our expense

29 E. Madison St. CHICAGO

JOHN S. WARD CO.

1508 Heyworth Building

is the only dinnerware pottery located in Illinois. The heads of the company are D. H. Harts, president; W. W. Houser, vice-president; F. W. Longan, treasurer and W. M. Coogan, secretary. Superintendent of production is W. H. Baskeyfield and James Shaw is in charge of sales.

The exhibit of the Illinois China Co. at the forthcoming Chicago show is expected to attract much attention, for it has been the opinion of many in the trade that Illinois was not properly located from point of natural fuel supply and raw material supply, for the making of semi-porcelain dinnerware.

"Business Good," says Chicago

(*Continued from page* 204)

has, within the last few months, given strong indications of regaining its old popularity, according to some who are in intimate touch with this class of ware. The pick-up is said to come from towns and cities in the middle-west outside of Chicago. State Street stores have bought very little of the heavy cut ware during the year. It is quite possible that the invasion of the market by silverware manufacturers, causing the replacement of heavy cut glass pitchers, bowls, candle sticks, bread and celery trays, and other items with silver, is coming to a close, and that conditions may once more be reversed, this time in favor of the glass cutters.

Light cut ware has had a normal year. Tumblers and stemware have sold steadily and the volume of sales is reported slightly over previous years.

Lamp Manufacturers Have Busy Year

From the first of the year up to the present time, lamp manufacturers have reaped a harvest of business and have been carried along on the wave of popularity of the portable light over the fixture. The idea of lighting living rooms, dining rooms, bed rooms and halls with portable lamps has gained in the estimation of the public, because it has the twofold advantage of being artistic and convenient. A number of Chicago lamp factories are frank in their expressions of satisfaction with the year's business, and the success of this trade is reflected in the large number of new companies which have been formed for making shades and lamps of every description.

What of 1924?

While it is generally conceded that a Presidential year, and 1924 is a Presidential year, is usually a poor business period, this idea has been greatly discounted. This old fashioned idea was based on the fact that in former years the tariff was usually the biggest issue and the uncertainty of tariff legislation naturally slowed up business. Next year the tariff will be a minor issue and there is little cause for business men to worry due to the presidential election.

Conditions in Europe are far better than they have been since the war, with plenty of room for improvement. Improvement in buying by foreign countries will be in line during the coming year and this should be a strengthening factor for American trade.

In summing up, there is very little in sight at this time to hinder next year's business and the expressions of op-

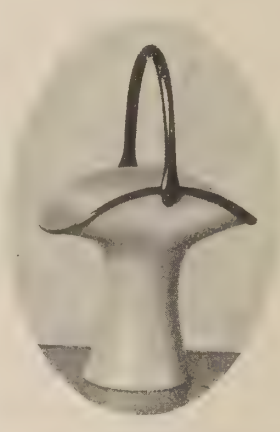
Colors of Unequalled Beauty Sell This Glassware

Our new lamps of colored glass are unusual values at $18.00 to $24.00 doz. in doz. lots.



Permanently on Display with Ira A. Jones, 9 N. Wabash Ave., Chicago.

At Chicago Show, Congress Hotel, with Ira A. Jones.



'Tis true, the shapes are graceful and executed carefully, but *colors* of rare charm, approached only by expensive imported ware, are the *real attraction* of Thompson glassware—hand made, with the colors *moulded* into the glass.

Turquoise, Ivory, Jade, Coral, Orchid and Turkey Red, in combinations and in a dozen shapes that are pleasing buyers where ever shown.



THOMPSON STUDIOS

Wilmette ∴ Illinois

timism by the local traders in china, glass, lamps and allied lines would indicate that 1924 will be a big year.

Lamp Merchandising By Consolidated Companies

The consolidation under one management of three well known lamp and shade factories, marks another progressive step in the growth of Chicago as a lamp manufacturing center. The consolidation makes it possible for the new organization to cover practically every department in the lamp manufacturing field. One concern, the Advance Wood Turning Co., has been a leader in the making of wooden lamp standards for a number of years. Another, The Parch-O-Lite Co., has specialized in parchment shades, shields, torchieres, etc., as well as wrought iron stands and their products are already well known to the buyers of the country. The third firm to come under the triple arrangement is Silvestri, Inc., makers of silk lamp shades of the better grades.

The three factories will continue to operate under their respective names but the merchandise will be exhibited and sold jointly and the supervision of the business of all three will be under Albert A. Witz, as directing head.

In addition to the complete lamp lines which the associated companies will have to offer, an advertising service has been inaugurated which will be a direct aid to the retailers in their lamp merchandising problems. Retailers will be furnished, without cost, a complete lamp advertising service for their stores, including mats, cuts, copy, layouts and special lamp editorials for their local newspapers. Such cooperation on the part of manufacturers with their retail customers is something that the buyers will consider when making future lamp purchases.

Another department which the associated companies are conducting is a service department. Retailers are allowed to return all unsold lamps for credit, or they may return shop worn numbers which have not been moved readily and have these refinished. The refinishing of lamp bases and shades is done without cost to the buyers, merely as a point of service.

The service department work, coupled with that of the advertising cooperation, are nothing more of less than a guarantee that the retailers will secure prompt turn over on all merchandise bought from the associated companies.

The business of the Advance Wood Turning Co. has shown a phenomenal growth since Albert A. Witz took over the management three years ago. At that time the company was doing a business of $16,000 monthly, while the business at the present time is said to be $140,000 monthly.

Oscar Reinhold will remain directly in charge of the production of Parch-O-Lite Co., G. Silvestri will direct the production of Silvestri, Inc. and William Markoff is general manager of the Advance Wood Turning Co.



WHAT THE POTTERIES ARE DOING



OPINION of generalware manufacturers who attended the annual meeting of the United States Potters' Association last week was, that demand for American dinnerware for seasons to come will prove exceedingly active. While no talk of additional new kiln construction on a large scale was intimated in conservations with manufacturers, here and there factory improvements will be made during the coming year with a view of increasing production.

It is also generally believed, that notwithstanding the increased production, that 1924 is sure to show on account of the additional kilns being erected during the last few months, also two new plants will get into production during the early part of 1924. All this additional output will be absorbed by the connections these different interests possess. In other wordls, these manufacturers will have no more surplus to offer the casual buyer than is now available, for this same class of trade.

A rather heavy volume of business for first and second quarter shipping in 1924 has already been booked by the American dinnerware manufacturers.

William L. Smith, Jr., of the Taylor, Smith & Taylor Co., who for some years has been quite active in Masonic circles, has been re-elected high priest and Prophet of Oris Temple Shrine, of Wheeling, W. Va., the annual election following the fall reunion recently held.

The Vodrey Pottery Co., will present a new dinner shape to the trade in January, the fancy shape the firm having made for many years having been discarded. The new shape has been named the "Vesta" and is a semi-colonial effect. It will be shown in a dozen new treatments, many of which have been selected with especial reference to the lines of the new design, which permits a wide latitude in decorating. Their "Melba" fancy shape has been made exclusively by this plant for the last 15 years. All "Melba" moulds have been thrown out, and the first pieces of the new ware are now going through the kilns. The sample room of this plant is being remodeled and renovated, and will be ready for the reception of buyers within a fortnight.

No less than eight new shapes will be shown the trade in January, according to present intent of manufacturers. This was indicated by the JOURNAL during the last summer. In practically every instance plain lines predominate.

H. J. Blakeney, with headquarters at Dallas, Tex., and southern representative for the E. M. Knowles China Co., has been spending a few days at the home office. It was his first visit to the local plant this year.

After spending several days in the Pittsburgh glass market, Paul Schnelock, dinnerware buyer for Borgfeldt, New York, arrived in the pottery district Tuesday, where he remained several days going over lines and propositions for the 1924 season. This is his last trip to the district until the January show season.

Harry A. McNicol, president of the Potters Co-operative Co., accompanied by Mrs. McNicol, is spending a season in California.

One of the smaller pottery manufacturers outside of the immediate East Liverpool district is in receipt of over 500,000 new business for 1924 delivery at prices prevailing at time of shipment. Considerable of this volume came from present accounts, while other buyers have also been included in this record of advance orders.

George C. Mitchell, of the Pope, Gosser Co., of Coshocton, O.; W. E. Wells, of the Homer Laughlin China Co., of this district and Harry A. Wintringer, head of the Steubenville Pottery Co., headed their respective Rotary Clubs at a joint meeting held in the Ft. Steuben Hotel, Steubenville, the evening of Dec. 7, immediately following the Potters' Association gathering at Washington. Mr. Mitchell is now arranging to have Hon. Leslie M. Shaw, of Washington, who spoke at the Association dinner in Washington, to speak at Coshocton very soon, repeating his Washington address.

On account of the delay in steam fitting contracts, the new tunnel kiln plant of the Homer Laughlin China Co. will not get into production quite as early as anticipated. About everything else about the plant is ready for operation.

Leo Himmelstern, of Himmelstern Bros., San Francisco, Calif., has been spending several weeks in the local and Pittsburgh districts, arranging business matters with pottery and glass manufacturers for the 1924 season.

It has been announced officially that with the recent organization of the Fraunfelter China Co., the concern has also acquired the interest of the Ohio Pottery Co., Zanesville, O., that of the American China Products Co., Chesterton, Ind. Combined the two properties will give employment to about 500 people, and about 1,500,000

(Continued on page 231)

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Headquarters For Exclusive

ART GOODS

Our Lines for 1924 in Foreign and Domestic

ARTISTIC PRODUCTIONS

Will Surpass All Previous Efforts

FERDINAND BING & CO.'S

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Established 1873



GLASS FACTORY ACTIVITIES



THE Glass and Pottery Building, Liberty Ave., and Smithfield St., gives promise of becoming an important business institution for this district. It was announced this week that a prominent New York concern is negotiating for the fifth floor of this building, wherein glassware will be exclusively featured.

The general sales and sample room of the United States Glass Co., is now located in this building, and another floor is occupied entirely by the George R. West Sales Co., representing the following lines: George R. West & Sons Decorating Co., The Cowan Pottery Studio, Macbeth, Evans Glass Co, Lippincott Glass Co., Paden City Pottery Co., The Owen China Co., Clarence A. Borchert & Co., Jeanette Toy & Novelty Co., Manufacturers Importing Co., Huttig Studio, Herbert & Neuwirth Co., New York Stamping Co.

As exclusively announced in a recent issue of the Journal, the Wheeling, (W. Va.) Glass Manufacturing Co., has been formed to take over and operate the former plant of the North Wheeling Glass Co. The company will specialize in the manufacturing of thin blown tumblers, tableware an milks. The property has been idle almost two years, and the new interests propose to place the plant in operation within a few months, giving employment to several hundred workers.

Manufacturing of lenses is now being featured by the Indiana Glass Co., whose plant is located at Dunkirk, Ind., one recent order for 30,000 pieces having been placed with this company.

China and glass department managers here declared this week that sales in their departments for the last week were quite in excess of the record for the corresponding week last year. Departments in all the large stores are crowded, and in many instances additional help has been engaged. The entire offerings of the china and glass departments are in active demand, with especial reference also to the lamp and lighting goods sections.

On account of a tank at the plant of the Imeperial Glass Co., Bellaire, O., bursting a week ago, the plant is not equaling its former production records. A new furnace is being erected at the Imperial, and as soon as this contract is finished, the tank will be repaired.

The United States Glass Co., also had what might have been serious trouble, when a tank burst in its South 10th St. plant here last Friday, and a number of employes narrowly escaped serious burns. Approximately 40 tons of molten glass flowed over the floor and into the basement. The loss has been placed at $2,000, and the department will be idle until repairs can be made.

A. J. Eden, formerly with the decorating department of the Westmoreland Specialty Co., Grapeville, Pa., is now in charge of the glass decorating department of the new Alliance (O.) Pottery Co., which is engaged exclusively in the decorating of dinnerware and glasware. An engraving department is to be added immediately to the Alliance plant, and a feature will be made of coin encrustations and engraved ware. The line will, it is expected, be shown at the Ft. Pitt in January.

"We'll not have our new sample room in ship shape until about the year end," declared Henry W. Nickel, sales manager in charge of the new rooms of the United States Glass Co., in the Pottery and Glass Exchange Building. All samples have been removed from the sample room in the Southside office building, and this latter space is now being devoted to the commercial department.

Work forming a new company to erect a plant to take the place of the old Wellington glass factory, Cumberland, Md., is now in charge of W. R. E. King, of Cumberland. It is proposed to erect a new shop at a cost of $100,000. The assistance of Congressman Frederick N. Zihlman, has been promised Mr. King in his efforts.

The report has reached here that the Owens Bottle Co., Toledo O., is considering plans for the erection of a large plant in the vicinity of Los Angeles, Calif.

According to business reports from the Wheeling (W. Va.) district, the Central Glass Works has booked considerable business for both domestic and foreign shipment during the first quarter of the new year.

At a meeting of the Pittsburgh Division of the American Ceramic Society held in the Fellows' room at the Mellon Institute of Industrial Research here last week, Frederick Carder, manager of the Steuben factory of the Corning Glass Co., was the principal speaker. The meeting was presided over by Prof. Alexander Silverman, of the Department of Chemistry of the University of Pittsburgh. Secretary Ross C. Purdy of the American Ceramic Society, Columbus, O., also spoke at this gathering, as did Thomas Sant, of the Sant Clay Co., East Liverpool, O.

A stock dividend of 33 1/3 per cent has been declared

(*Continued on page* 231)

THE LAST WORD IN ENGLISH DINNERWARE

A NEW RANGE OF DINNERWARE HAS BEEN PRODUCED BY THE FAMOUS ENGLISH FIRM OF GEO. L. ASHWORTH & BROS.

ALL THE ACCUMULATED EXPERIENCE OF NEARLY 150 YEARS OF "POTTING" HAS GONE INTO THE MAKING OF THEIR LATEST TRIUMPH —WHICH WILL BE CALLED

"MASON OLD IVORY"

IT HAS BEEN DESIGNED TO MEET THE DEMAND FOR WARE WHICH WILL PLEASE NOT ONLY AT FIRST SIGHT—BUT ALWAYS.

IT IS A LINE WHICH WILL SELL—AND KEEP ON SELLING. IT IS DURABLE, EXTREMELY ATTRACTIVE, AND REASONABLY PRICED.

HUGH C. EDMISTON

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GEO. L. ASHWORTH & BROS., LTD.
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LOVATT & LOVATT, LTD.
SAMUEL JOHNSON, LTD.

WANTED

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

HELP WANTED

YOUNG man experienced in Crockery, Housefurnishings, Stoves and Refrigerators, to work into management of Housefurnishing Department in a long established Duluth, Minnesota, store. To qualify, must have initiative, executive ability and reasonable knowledge of merchandising in these lines. Give full details in first letter. Box 399, care CROCKERY AND GLASS JOURNAL.

EXPERIENCED, conscientious salesman wanted to sell distinctive line of pottery, pottery lamps, and shades for a New York manufacturer. Territory Eastern States. Address Box 400, care CROCKERY & GLASS JOURNAL.

SALESMEN; possessing acquaintanceship and abilty to represent manufacturer of popular priced line of nickel housefurnishings and silver plated products, covering Middlewest, Southwest or New England territory. Forman Brothers, 640 Wythe Avenue, Brooklyn, N. Y.

REPRESENTATIVE WANTED—In various parts of the United States, for popular line of decorated candles. Commission basis. In reply state territory covered, lines handled, kind of trade solicited, etc. Box 441, care of CROCKERY AND GLASS JOURNAL, 312 S. Clark St., Chicago.

SALESMAN for the New England States, with a thorough knowledge of the China and Earthenware Line, having road experience. One that can secure large trade on import from stock in packages and open. Attractive proposition to one who can produce results. State experience and territory covered, with references. Communications held strictly confidential. Fisher, Bruce & Co., Philadelphia, Pa.

WANTED—For South and Southwestern territory by one of the oldest and best established domestic blown glass manufacturers, a representative to sell on commission in connection with other lines. Prefer a man with established trade calling on department stores, gift shops and jewelers as well as china and glass stores. Our line consists of better class crystal and colored blown lead glass in plain, cut and etched; also specialties and hotel goods. A fine proposition for the right man. In your reply state age, experience and present lines and connections. All replies will be considered strictly confidential. Address Box 397, care CROCKERY AND GLASS JOURNAL.

BUYER and manager for china and glassware department in a modern progressive department store in the Middle West; young man of good character and unquestioned ability; must have thorough knowledge of New York market and merchandise and know how to get quick turnovers. Satisfactory arrangements with right party. Box 398, care CROCKERY AND GLASS JOURNAL.

AGENTS WANTED

ON account of increased production of decorated dinner ware, The Mercer Pottery Co., Trenton, New Jersey, are about to appoint agents west of Mississippi. We are anxious to consider those equipped with an adequate selling force and good display quarters.

FOR RENT

SHOW ROOM AND OFFICE. Large space. Attendant, elevator, lights and fixtures. Everything complete, ready to move in. Terms reasonable. Apply on premises. Bates & Ledden, 5 West 23rd St., New York.

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all COLORS. Private Moulds Worked.

FACTORY:
255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

Do You Want to Own a Business?

W. J. ALEXANDER'S CHINA DEPOT
at Troy, N. Y., will be sold

ESTABLISHED 40 years ago—the oldest business of its kind in Northern New York, well located on the principal business street, in the center of the business section, carrying full lines of china, cut-glass, house furnishings, and toys, dolls and games.

Reason for selling is the sudden death recently of F. W. Alexander, son of the founder, who has been manager for the past 14 years. Address your inquiry to Mrs. Frances J. Alexander, 1937 Fifth Ave., Troy, New York.

Pottery News

(Continued from page 227)

was involved in the deal. Mr. Fraunfelter some years ago was associated with the art pottery business, having been identified actively with the Roseville Pottery Co. Of more recent years, however, he has been connected with the china section of the ceramic industry.

OBITUARY

Thomas Evans

Thomas Evans aged 81, president of the Macbeth-Evans Glass Co., died December 8, at the Hotel Schenly, Pittsburgh, Pa., where he made his home. He was engaged in the glass industry during his entire business career, starting with the manufacture of lamp chimneys in 1869. He was at the head of his own company 30 years when it was merged into the Macbeth-Evans Glass Co. He was born in Pittsburgh and took an active interest in its development. He was a charter member of the American Association of Flint and Lime Glass Manufacturers and in 1912 was elected president of the Association. He leaves two sons, Howard S. Evans, vice-president of the Macbeth-Evans Glass Co., and T. Raymond Evans president of the Diamond Alkali Co., a brother, Lewis Evans and a sister Mrs. Margaret Laughlin, all of Pittsburgh.

Glass Factory News

(Continued from page 229)

by the board of directors of the Belmont Tumbler Co., of Bellaire, O. The dividend has been distributed.



Decoration No. 51

WHEELING DECORATING CO.
WHEELING, W. VA.
Gold Encrusted and Hand Painted
CHINA AND GLASSWARE

Our 1924 line will be displayed at the Ft. Pitt Hotel, Pittsburgh, in January. Rooms 840 and 872.
R. D. Otto in Charge

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NILOAK of the OZARKS
Manufactured at BENTON, ARK.

Hand Made Art Pottery



For Your Better Trade

See It At the Pittsburgh Show

It Will Pay You to Inspect These Lines

H. BENEDIKT
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Representing:

CANONSBURG POTTERY CO., Canonsburg, Pa.
Well-known line of popular-priced and high grade decorated dinnerware.

W. S. GEORGE POTTERY CO., East Palestine, O.
Complete line of white and decorated dinnerware on plain and fancy shapes.

COWAN POTTERY STUDIO, Rocky River, O.
High grade art pottery vases, bowls, candle sticks, etc., in beautiful lustre colors.

ATLANTIC CUT GLASS WORKS, Egg Harbor City, N. J.
Splendid assortment of light and heavy cut glassware—Water Sets, Ice Tea Sets and other staple items.

EUREKA TUMBLER CO., Morgantown, W. Va.
Complete line of thin brown glass tumblers. Plain, decorated and needle etched.

CRESCENT BRASS PRODUCTS CO., Cleveland, O.
Attractive new line of Brass Jardinieres, Candle Sticks and Fern Dishes in rich Chocolate Brown finish.

WILSON MANUFACTURING CO., Niles, O.
Well-known line of toasters.

William G. McIlvain & Company

Factory Mt. Holly, N. J.

Cut Glass *and* Kindred Specialties

Complete Lines of

Salt and Pepper Shakers
Cologne Bottles, Etc.

Representatives:

NEW YORK
A. H. Hays, 200 5th Ave.

NEW ENGLAND
Robert W. Corey, Young's Hotel, Boston

"We'll Sell It To You In Boston"

Patronize Boston Offices

Make New England Greater



BOSTON NEWS NOTES

By

Richard D. Grant, Representative

BOSTON OFFICE
5
IDLEWILD STREET
ALLSTON
MASSACHUSETTS

THE gift shop trade seems to have fairly come into its own this year. More than twice as many are doing business as were in existence last year. All the big department stores and many specialty shops have added a department for the sale of novel gifts and these have been well patronized. C. F. Hovey Co., realizing the drawing card constituted by this class of merchandise, especially at this time of year, have two shops on their premises. One is a branch of the Vantine Co., New York.

Crockery and glassware salesmen who are in the habit of making Maine and New Hampshire territory by motor, will be pleased to learn of the opening of the new Queen City bridge across the Merrimac River at Manchester, N. H. The bridge was thrown open to traffic the first of this week but it will not be officially dedicated until next spring as there are a few minor details yet to be completed. The bridge is in the southerly section of the city, about a mile below the business center and forms a link in the Daniel Webster Highway, which traverses the central portion of the State of New Hampshire from the Massachusetts line to the Canadian border. Traffic using the bridge avoids the inconvenient and dangerous grade crossings of the White Mountain division of the Boston & Maine Railroad at the Manchester Union Station and the more congested retail business district also.

B. L. Makepiece, Inc., is presenting some unusually artistic designs in lamp goods. This Bolyston street concern is another which recognizes the coming potency of the gift shop and has also an excellent line of electrical novelties.

The Christmas number of the "Fellow Worker," the Jordan Marsh Co. monthly magazine, contains much which is of interest to the general public as well as to the employees of the huge store. For example, there are two pages of photographs of branch offices of the firm abroad including a recent picture of the Japanese office which was destroyed by the earthquake. Other illustrations show the company's restaurant, library and dental clinic, which are maintained in the annex for the benefit of employees. Three portraits are included in the magazine, one of President Coolidge, who was a speaker at the first banquet of the Quarter Century Club of the store, which is composed of employees who have been connected with the company for twenty-five years or more, a picture of President G. W. Mitton and one of James H. Grainger, president of the club.

Paul M. Phillips, Boston representative for the S. A. Weller Pottery, left last week for the factory at Zanesville, O., where he will remain until after the holiday season, going over prospects with the Weller Co. officials. He was accompanied on the trip by Mrs. Phillips.

John J. Reed & Sons have a very pretty line of decorated glassware, which is decidedly popular with the retailers. There are forty-eight articles in the assortment, including pitchers, salad bowls, flower baskets, covered bon bons, vases, etc. All pieces of the line have the same design which is a base of coral with a black-and-gold border, in which gold floral sprays are empanelled. The whole forms a color effect which is most pleasing to the eye. The ware is manufactured by the West Philadelphia Cut Glass Co., Philadelphia, Pa.

M. J. McCarthy, whose offices are in Summer st., has taken over the line of the Ureka Tumbler Co., Morgantown, West Va. Mr. McCarthy has been very successful so far with this line which includes needle-etched and cut stemware, blown tumblers, water sets and night sets, etc., of excellent quality. Mr. McCarthy has also a most complete line of lamp goods manufactured by the Star Glass Co., Star City, West Va. In the latter assortment are lamp chimneys, lantern globes, and boudoir lamps. Many of them are finished in spotted and parchment effects, depicting woodland scenes, etc. Mr. McCarthy, who is one of the older generation of glassware dealers in this city, remembers the old Sandwich glassworks, which went out of business in 1874, and has many an interesting story to tell of bygone days in the industry, which are nearly forgotten by the present generation.

Ed. Wilgus, New England representative for the National China Co., Salineville, O., is scouting the city in search of suitable offices, in which he is to have a permanent display of his company's merchandise after Jan. 1. Mr. Wilgus has been exhibiting at Young's Hotel.

Miss Kate Berry, who presides over Houghton & Dutton's crockery and glass departments is still smiling over the results obtained from the company's anniversary sale conducted several weeks ago which greatly exceeded expectations.

Sol Goldberg of Lawrence was a visitor in this city during the past week. Al Maker of the Bon Marche and Will Robertson with the Robertson Co., Lowell, were also in town, while Mr. Howland of Hart & Howland Co., Fall River, was another visitor.

One of the most remarkable purchases in the hundred years of merchandising experience of Chandler & Co. is

(Continued on page 239)

George D. Dinkle
93 Summer Street
Boston
Mass.

P. J. McCarthy
146 Summer Street Boston, Mass.
Boudoir Lamps
Blown Tumblers and Stemware
Plain - Etched - Cut
Lamp Chimneys Lantern Globes
Globes and Shades
For Gas and Electricity

Harry V. Anderson
36 Bromfield Street Boston
Silverware
Sterling and Silver Plate
Novelties
Wood and Metal
R. R. Scheibe
Mahogany Serving Trays
Lamps

News Notes

(Continued from page 234)

that of two thousand pieces of Tiffany Favrile Glass, made at the Louis C. Tiffany Furnaces, New York. The glass was bought for $60,000 and has been placed on sale at half price. This is the first time in history that Tiffany glass has been sold below the established price and the reason given by the factory is that the sale was made necessary by the fact that its foreign markets have been closed since 1914. Chandler & Co. have been appointed special agents to conduct this sale and it is understood that it will in no way interfere with the regular agency arrangement for the sale of the glass in Boston or in the United States. Collections of Favrile glass are in the possession of most of the important museums in the world. The articles to be sold will include, flower bowls, tumbler and goblets, large vases, candy jars and plates.

George McKenney came to Boston last Thursday to add to his crockery stock. Mr. McKenney is buyer for the Atlantic Tea Co. of Natick.

Mr. J. Leonard White has left the employ of the H. P. & H. F. Hunt Co. and intends to start out for himself in this city after the first of January.

Captain Raymond B. Hemenway, who formerly conducted this column, had complete charge of the publicity attendant on the visit of General Joseph Haller, commander-in-chief of the Polish army, to this city last week. Captain Hemenway is one of the most valued officers in the Intelligence Department of the Officers' Reserve Corps.

The articles now appearing in *Collier's Magazine* under the signature of Edward A. Filene, chief owner and directing genius is one of Boston's foremost retail establishments and known throughout the country for his advanced methods of merchandising, are well worth reading by every merchant regardless of the nature of his business. In summing up the reasons for most business failures, Mr. Filene strikes the keynote of the situation when he attributes them to the pursuance of ultra-reactionary policies. "Business success," he says, "does not rest, of course, upon infallible judgment. It rests rather upon the courage to experiment and the ability to learn from mistakes. No mistakes and no success make a bad record."

99 Bedford St., Room 310,
Boston, Mass., Dec. 24th, 1923.

Messrs. Everybody,
Everywhere, U. S. A.

Gentlemen:

Please accept our best wishes for a Merry Xmas and a Happy New Year.

Sincerely,

Park E. Quinn and Howard A. Leary

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *73 Barclay St.*
"The Dinnerware House of America."

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND SPODE CHINA AGENCY, *43 West 23rd St.*
Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *135 Fifth Ave.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, *39-41 West 23d St.*
Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., *105-107 East 164th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China Metal Goods and Housewares Trades

M. ROSENBAUM & SONS, *32 Union Square*
Bavarian China Ware. Representing M. Rosenbaum & Sons, Bavaria.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., J. H. Weatherby & Sons, Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Value and Watcombe Pottery.

L. STRAUS & SONS, *42, 44, 46 Warren and 116 Chambers Sts.*
Importers and Manufacturers.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Successors to Takito, Ogawa & Co. and the Tajimi Co. Japanese and Chinese Goods. Catalogues upon application. Tel.—Stuyvesant 3823. Chicago Office, 327 West Madison St.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, *65 Barclay St.*
Open stock dinnerware patterns.
White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Cox & Company, Representatives, 120 Fifth Ave.*
"The House of New Ideas." Cameo Etchings and Encrusted Coin Gold.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., *Fredk. Skelton, Representative, 200 Fifth Ave.*
Colored and Iridescent Glassware.

ECONOMY TUMBLER CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *224 Fifth Ave.*
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. T. W. Hamilton, Representative, 139 Fifth Ave.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

ESTABLISHED IN 1874

PHONE STUYVESANT 6052

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to
CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS
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Managing Editor
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Associate Editor
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Business Manager
FREDERICK S. OLIVER

Art Director
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BRANCH OFFICES

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312 South Clark St.

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5 Idlewild St.
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VOL. 97 December 20, 1923 No. 25

AS THE EDITOR SEES IT

THE BUSINESS PROSPECT

DESPITE the unusual mildness of weather and heavy rains generally throughout many sections of the country, the Holiday buying has expanded heavily during the current week. With Christmas less than a week away this seasonal activity is, of course, expected. But it is certainly worth noting that the year's trade exceeds that of 1922 and we are pretty confident that when the Holiday sales this year are totaled, retail trade will establish a new high record. We base this belief on the steady employment throughout the country at uniformly high wages.

FROM the reports received from various sections of the country, there is plenty of proof to show that the volume of holiday buying will be extraordinarily heavy this year. While gift buying—which includes a great diversity of merchandise, is very active in all sections, the mild and wet weather has slowed up ordinary retail trade in many lines. In New York business now being done in crockery and glassware is particularly good and this includes practically all the allied lines, lamps of all kinds and electrical devices for the home showing a very gratifying movement at retail. Boston stores and other eastern shopping centers report substantially the same good business.

THROUGHOUT the southwest, more conflicting reports have been received. In some wide areas, heavy rains and bad roads have been instrumental in retarding holiday buying from the country districts. In other areas the high price of cotton has brought prosperity and the stores in this belt are doing the best business in their histories. From the reports of forty six important trade centers the average is notably good. These cities cover all sections of the country including three of the largest cities in Canada. Among these representative distributive centers, twenty-two report retail trade as good, twenty-one as fair and but two report business as slow. Among the latter are the cities of Cleveland, O., and Winnipeg, Canada, while Toronto reports holiday trade as spotty. The average is, as before noted, unusually good and warrants the predictions of a very big turnover for the Christmas season.

WITH activity almost entirely centered on retail distribution the wholesale markets in all merchandise lines, now touches the lowest level of the year. With the exception of some reordering, the primary markets are quiet. Prospects for early Spring trade in crockery and glassware are bright and the same is true of housefurnishings. In lamps and shades the trend of demand is not so clearly defined at this writing, yet there is nothing to indicate that this line of merchandise will not enjoy even more activity than it has met with during the present year. Lamps and housefurnishings—including electrical home devices, has had a very good year and we certainly can see nothing on the business horizon that indicates less activity in these lines for the New Year. It is now generally conceded that the public will not absorb higher prices and many buyers do not seem to think present conditions have continued long enough to indicate any stability in price levels. For this reason, buyers are waiting for the turn of the year before ordering beyond present and immediate needs. Spring prospects in both branches of trade look good to us but the first movement of Spring buying will not probably begin until the first of February and March and April orders will tell the story and we are confident that it will be decidedly optimistic.

About Your Income Tax

The Taxation Question Is One of the Biggest National Problems and as It Concerns All of Our Readers, We Are Printing This Series of Authoritative and Informative Articles, Which Will Repay Careful Reading

By M. L. Seidman, C.P.A.

BEFORE discussing what the Federal income tax law considers as income, and what deductions it allows, it would be best to dispose of the general question of who is subject to the tax, in the first place, and who must make a return. It is important to note that not everyone who is subject to the tax must make a return, and likewise, not everyone who must make a return is subject to the tax.

The law provides that all people who reside in this country are subject to the tax on their entire income, even tho all or part of it may have been derived from sources outside of the United States. On the other hand, persons not residing in this country are subject to the tax only on income earned in the United States. It will be seen from these rules that citizenship has nothing to do with the matter, except that a citizen of the United States is subject to the tax on his income from whatever source derived, whether or not he resides in this country.

Partnerships as such are not subject to the tax. The partnership is regarded merely as an association of a number of individuals, and it is the individuals that are the taxpayers.

Corporations, on the other hand, are looked upon as separate entities, distinct from the stockholders composing them. They therefore become subject to the tax, unless expressly exempted, and the rules governing resident and non-resident individuals, as previously mentioned, apply in like manner to resident and foreign corporations.

Trust estates may also be subject to the tax entirely apart from the tax imposed on the beneficiaries of the trust. Trusts, too, are looked upon as separate entities under certain conditions.

The law exempts from taxation corporations organized exclusively for religious, charitable, educational purposes, and the like, where the income does not inure to the benefit of any private stockholder.

The foregoing explains in a general manner who is subject to the tax. Now let us see who must make a return.

Every unmarried person subject to the tax, having a net income of $1,000 or over, must file a return, even though no tax need be paid. Age is not material, so that a minor child having an income of his own of $1,000 or over must file a return.

Likewise, every married person having a net income of over $2000 is required to file a return. In this connection, it is the combined income of the husband and wife that determines whether a return must be filed, even though they choose to file separate returns.

Furthermore, all persons having a gross income of $5,000 or over must file a return, irrespective of the amount of their net income. Gross income for this purpose is the total of all income before deductions.

While partnerships are not subject to the tax, every partnership must file a return showing the income of the partnership and how much of that income belongs to each partner.

Corporations, not exempt from the tax must file returns, regardless of the amount of their incomes. Corporations that are affiliated with one another must file consolidated returns, if they have so elected. Corporations that have become affiliated this year are put on an election of filing either one consolidated return or separate returns for each company.

Every fiduciary or trustee must make a return for the estate or trust for which he acts, somewhat in the manner of the partnership return except that the estate itself may be subject to a tax.

We have here been considering the tax return itself. There are in addition what is known as "information returns" that may also have to be filed. Thus, if payments are made to an individual of interest, rent, salaries or wages, of $1000 or more in any one year, the payor must file an information return to that effect.

In the next article there will be considered the subject of exemptions and credits allowed, as well as the rates of the tax.

THIS is the second of a series of articles on the income tax requirements, which will appear regularly. Mr. Seidman is chairman of the Committee of Tax Consultants of the Committee of American Business Men. He is a well known tax expert and has written numerous articles on taxation. Mr. Seidman will answer any question on the subject directed to him by our readers. Such questions should be addressed to Tax Editor, Crockery and Glass Journal. To receive attention, all communications should be signed by the writer. Mr. Seidman's answer, however, when published will not reveal the identity of the inquirer.

Questions and Answers

I was carrying on a partnership with my son in 1917. No salaries were set up for either one of us, all our drawings being charged to our capital accounts. I am informed that the partnership over-paid its taxes for 1917 because of this condition. It this information correct?—J. M.

Answer—Under the 1917 law a partnership was permitted to deduct reasonable salaries for the partners before arriving at the excess profits tax, even though none were drawn. If you didn't take advantage of this provision you of course overpaid your tax. However, it is too late to claim a refund now, for you are outlawed, unless you had previously given the Department a waiver extending the Government's right to assess you up to April 1, 1924. In that event, your claim can be filed in time before that day.

In 1918 I received $20,000 salary from the corporation in which I am sole stockholder. The Government Agent has disallowed $10,000 of this amount, and I have just received a letter from the Treasury Department, saying that an additional tax will be assessed against me. Is there anything I can do about it?—S. G.

Answer—If you can show that $20,000 is a reasonable salary and was paid to you purely for services rendered, the proposed additional assessment can be eliminated. The facts should be placed before the Washington authorities in the form of a brief, showing just why you are entitled to $20,000 as salary. The letter that you received probably gives you 30 days in which to appeal from the additional assessment. You should therefore within the 30 days write the Government that you object to the additional assessment on the grounds set forth in your brief. Should you want to have the matter discussed at conference as well, your brief should state that if the Department does not accept your viewpoint, it grant you a conference.

I received a letter from the Income Tax Department that an inspector will call on me in a few days to go over my 1917 return. Must I show my books to him?—H. R.

Answer—Under the revised statues the Collector of Internal Revenue has the right to examine your books, and you are required to make them available for him as representative. Your attention is called, however, to the fact that the Government cannot now assess you for 1917, unless you consent to it by filing a waiver. Under the law, the Government had five years after the return was due in which to assess you. 1917 returns were due on April 1, 1918. The Government was therefore outlawed on April 1, 1923.

In 1918 I had a capital of $2000, on which I earned $10,000. Because my capital was so small in proportion to my profits, almost all the profits were paid out in taxes. Don't you think that this is confiscation and most unjust to me?—D. T.

Answer—It is apparent that you have been taxed disproportionately to representative concerns in your industry, and if this can be attributed to some abnormal condition affecting your income or your invested capital, you may file what is termed a claim for relief. If your claim is allowed, you will be taxed only at the same rate as was paid by representative concerns in your industry. Among some of the abnormal conditions affecting income may be the realization in 1918 of income actually earned in prior years, or the failure to pay reasonable salaries to your officers, etc. Abnormal conditions of invested capital may arise through the extensive use of borrowed money or the omission of assets from the books, etc. A properly drawn brief explaining the exact facts would undoubtedly afford you considerable relief.

The German Glass Industry

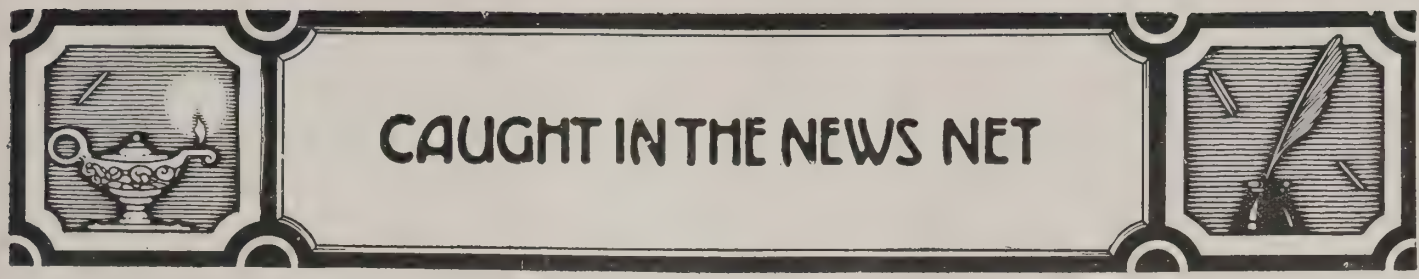
Reports from Berlin indicate that recent deliveries of raw materials in the table and hollow glass industry have been satisfactory, but prices rose with great rapidity. Inland sales have almost entirely ceased; isolated orders from abroad have been received, but only at prices which do not correspond to the cost of production. A report to *Le Verre* says:—Activity at the German glass works is decreasing on account of the scarcity of working capital due to the complete collapse of the paper mark and the high rates of discount exacted by banks, the German Empire asking no less than 90 per cent. The glass works in the occupied territories have not yet been able to resume work owing to the lack of fuel. Since the price of fuel has been fixed in gold marks, the window-glass syndicates at Bonn, Dresden, and Sorau, the armoured glass syndicate at Berlin, the printed and plate-glass syndicate at Cologne, and the hollow-ware syndicates at Munich and Dresden are now selling in gold marks, after first of all changing their tactics several times. The value of the gold mark is fixed at a quarter of a dollar. The price of Ruhr gas coal is 24.92 gold marks per ton. The Government coal distributing offices, established during the war, are now being done away with, as it has been found that they have caused nothing but trouble, especially to the glass industry. As the State control of exports has also been suppressed, the Office for the Control of Glass Works, at 10. Goebenstrasse, Berlin, is now in liquidation. The "Allgemeine Glasindustrie A. G.," at Berlin, has purchased the Westerhüsen Glaswerke; the new establishments of this company, in the Berlin-Hohenschönhausen section, are now in full activity. Owing to difficulties in obtaining supplies of raw materials the window glass works of Gebrueder Mullensiefen, Untermann & Co., Marken Glaswerke, and the Sigwart Glaswerke, in the Cologne section, have had to close their doors. Hence for the time being the production of window-glass is entirely stopped in Westphalia and Rhenania. According to information recently published by German journals, Hugo Stinnes is now interesting himself in the production of glass. At Carnap, a suburb of Essen, some new buildings are being erected for his account, and in these window glass is to be manufactured according to an American system whereby the glass is no longer blown as heretofore, but is rolled. In this way a glass is obtained which, from the point of view of quality, is abso-



Albion
Cheshire

One of Maddock's new open stock patterns carried in New York for Ready Delivery.

MADDOCK & MILLER, Inc.
"The House of Stock"
MILLER-KUPPER BUILDING
39-41 WEST 23RD ST.
NEW YORK



THE Fred C. Reimer Co. has engaged Jack C. Jones as a member of the concern sales force and he will start out in the new year opening up an exhibit for the firm at the Wm. Penn Hotel during the Pittsburgh Show.

G. Edwin Schall has been added to the sales staff of the Saul Mfg. Co., and Rehberger & Saul, 24 West 23rd St. He will cover Pennsylvania and New York State, formerly covered by Albert Rehberger of the firm. Due to the growth of the business Mr. Rehberger is obliged to devote his entire time to the management of the office.

H. Goldstein for six years office assistant for Johnson Bros., is now occupied in the same capacity with Geo. F. Bassett & Co.

On January 1st, Frank W. Primrose will join the sales staff of the importing concern of B. Tomby, Inc., covering Southern and Pacific coast territory. Mr. Primrose up to the time of his entering another business three or four years ago, was well known in the china and glassware trade for years, during which time he was connected with several well known concerns.

Thos. G. Jones Gets Potomac Glass Co. Line

Thos. G. Jones, the well known manufacturers agent, whose salesrooms are in the Fifth Avenue Building, has acquired for representation in the New York market the line of the Potomac Glass Co., New Cumberland, Md., manufacturers of a complete line of blown glassware. The line will be on display at his showroom on January 1st.

Chairman Wedgwood Reports Successful Red Cross Drive

Kennard L. Wedgwood of Josiah Wedgwood & Sons, Inc., of America, who acted as Chairman of the China, Glass and Allied Trades Division of New York, for the recent Red Cross drive, reports that the contributions received, reached the very gratifying total of $1,150.00.

Mr. Wedgwood has requested the CROCKERY & GLASS JOURNAL, to extend through its columns, his thanks to the various members of the Committee, for their kind cooperation and to all friends in the trade, for their generous support of this very deserving cause.

A Bad Check Exhibit

Every retail store is called upon daily to cash checks for those whom the store does not know. At the accommodation bureau it is often embarrassing to refuse these apparently honest people just because the store has been swindled through the cashing of strangers' checks.

Chain Store Sales Up

Sales by chain stores in November show very large increases over the same month last year.

The F. W. Woolworth Company reports gross sales of $17,283,437 in November against $14,835,042 last year. Gross sales for the eleven months ended Nov. 30 aggregated $160,809,417 against $139,849,418 last year.

The S. S. Kresge Company reports gross sales of $7,507,746 in November against $6,313,045 last year; for the eleven months, $68,771,272 against $54,676,250.

Holiday Trade Expands

A rapid expansion in holiday business, a development which is to be expected at this time of year, was reported in the weekly reviews of the leading mercantile agencies. Despite the natural tendency to reckon sales in one total, a rather sharp demarcation is drawn in the reports between holiday trade proper and ordinary retail trade.

In regard to holiday trade, Bradstreet's says: "There is very general agreement that seasonal or gift buying has surpassed all records, but practically all reports, nevertheless, testify to unseasonably warm weather holding down final distribution of seasonal wearing apparel. In some rather wide areas of the Southwest excessive rains and bad roads have operated to restrict purchasing in areas where sales of high-priced cotton have made for prosperity. That the year's trade at retail will exceed last year's, and, allowing for lower price levels, equal, if not exceed, the peak totals of the past in volume, seems, however, quite certain."

Dun's Review says in part:

"Except for those lines in which there is holiday activity, business is without important alteration. The recent turn to lower temperature, though not generally sustained, gave impetus to retail disribution, moving some seasonable goods that had accumulated because of mild weather. Trade in that branch has lacked uniformity, being relatively larger in some places than in others, but better results that were looked for have appeared in agricultural sections."

Mail Order Sales Gain

Chicago, Dec. 28.—The combined sales of Sears, Roebuck & Co. and Montgomery, Ward & Co. for 1923 will be about $350,000,000, an increase of about $25,000,000 over 1922, it was stated today. Sales of the former were reported at $215,540,604, an increase of $33,374,789. Sales of Montgomery, Ward & Co., will be about $134,000,000, an increase of about $42,000,000.



WHAT THE POTTERIES ARE DOING



WITH practically all of their 1923 business out of the way, so far as holiday shipments are concerned, generalware pottery manufacturers are now giving much attention to conditions that have to do with first quarter deliveries in 1924. Much business intended for 1923 delivery remains untouched as the year draws to a close. This is as was expected, and anticipated by every manufacturer in the district.

There is little if any probability of any unfilled business being cancelled, as it is recalled that all distributors are anxious to secure all the merchandise possible.

This situation being taken for granted, the various plants identified with the generalware industry will start off the new year with an enormous volume of business on file, to say nothing of additional business which will be offered the different plants during the January buying season.

Buyers just now are of course interested in merchandise for their January sales. Shipments for this purpose have been going forward for some weeks.

For some months back, certain local manufacturers have been making a specialty of equalizing distribution of their production, so that all of their trade could have some merchandise. Large orders have been filled in part, so that a nominal amount could be given some other customer. The dealer who desired "carloads," so to speak, has been disappointed in such requests, and the other fellow has been pleased because the factory has taken care of him, even in a nominal manner. The system of equalizing distribution has been looked upon with favor, especially by the department store buyer, who by the plan has been able to keep fair stocks of open stock patterns on hand.

L. B. Stetson, head of the Stetson China Co., Chicago, has been spending several days in the local market, and while here made known that he had been at work for some months on a new design for a tunnel kiln. It is the intention of Mr. Stetson to promote this kiln during the coming year.

Luke Knowles, who for years has been engaged as a clay broker and dealer, with headquarters in Trenton, N. J., has transferred his office and residence to this district. He has purchased a home in Chester, W. Va., and will maintain his office in East Liverpool. "This is the center of the distribution of clays, and that is why I want to be close to the hub," explained Mr. Knowles.

Among buyers who visited the local market during the last few days was Miss Ida Beren, of the Beren Crockery Co., New York; Morris Bergman, New York; Miss Ella Brennan, with the Rothschild Store, Chicago; Guy C. Robinson, with Kinney & Levan, Cleveland, and W. B. Montgomery, of Kinnier, Montgomery & Co., Lynchburg, Va., accompanied by O. H. Spencer, head of the sales department of this firm.

E. M. Meder, of Chicago, has discontinued the representation of the Smith, Phillips China Co., line in the Chicago and Northwest territory, effective as of Jan. 1 next. The territory after that date will be covered direct from the home office. Mr. Meder has represented the Smith, Phillips China Co., in the above district for a number of years.

F. I. Simmers, of the Hall China Co., is back at his desk, following a brief business trip to the Chicago district. This is his last journey for the year.

William Tickell, eastern representative for the Edwin M. Knowles China Co., who has been spending several weeks at the factory, has returned to his home in Baltimore, Md., to spend the holiday season. He will return to assist in the sample rooms for the January term.

All sample rooms in the district are being renovated for the reception of the January trade. Here and there new furnishings are being installed, and in all, new dinnerware patterns for 1924 are being displayed.

At the second meeting of plant executives, consisting of technical experts, managers, foremen and superintendents, held in the rooms of the Potters' Club the evening of Dec. 14, it was decided that the new organization should be known as the "Trades, Technique and Management Forum of the United States Potters' Association."

There were 60 men at the first meeting held in November, and 90 attended the second gathering. The purpose of the Forum is to give further advancement to the management of plants, as they have to do with labor, research and marketing conditions.

Following the business discussion, a film was thrown on a screen, showing the various uses of fire clay. The film was secured from the Department of Mines of the United States Bureau of Standards.

Joseph C. Davis, of the sales department of the Knowles, Taylor & Knowles Co., who has been in ill health for some months, is showing a gradual improvement. He is now able to spend some time at the general office.

Alex P. McPherson, of Detroit, Mich., has returned to

(*Continued on page* 19)



GLASS FACTORY ACTIVITIES



ALTHOUGH the Associated Manufacturers of Glass and Pottery have charge of reservations for the January exhibit of these lines in the Ft. Pitt Hotel, the management of the hotel continues to receive inquiries for space right along. These letters are being turned over to Secretary J. C. Hammer.

It now seems as if the list of exhibitors at the Pitt is complete, so far as manufacturers are concerned. Rooms will not be occupied this coming season by agency representatives, as has been the case in the years past. Instead all such lines will be displayed at the William Penn Hotel and Hotel Henry.

Buyers have been sending reservations for rooms at the Ft. Pitt for several weeks, and confirmations are being returned. This is taken to mean that more buyers will be quartered at the Pitt in January than heretofore.

That the 1924 exhibit will get away to a good start January 7th next, now seems certain.

"What we're anxious to do now is to have the new sample rooms in ship shape for the January trade, so they will not have to go over to the Southside offices, unless on some other mission," declares Henry W. Nickel, in charge of the new sample room of the "States" located in the Glass and Pottery Exchange Building, Liberty and Tenth Street. The entire force under Mr. Nickel is engaged in marking new samples and arranging the display tables.

In connection with the regular quarterly dividend of two percent payable December 22, declared by the board of directors of the Central Glass Works, Wheeling, W. Va., an extra dividend of one percent was announced.

According to reports received here this week, the Indiana Glass Co., Dunkirk, Ind., proposes to spend upwards of $75,000 in making additions and improvements to its plant. Increased production is the proposal of the company.

In the formation of the Stark Glass Co., Ohio gains another factory, which will be located at Massillon. The company has been incorporated with a capital stock of $1,000,000 and will feature the production of wide-mouth glass jars by a patented process.

General business with flint glass factories during the closing weeks of the 1923 season has been exceptionally active, and while more or less merchandise wanted for 1923 shipment will have to go over until 1924, quite a lot of orders are being booked for first quarter delivery. Some lines are especially active, especially staples. Tumblers are in good movement, both pressed and blown.

Robert G. West, manager of the city sales department of the Pittsburgh Lamp, Brass & Glass Co., and in charge of the program for the annual banquet and dinner dance of the Western Glass & Pottery Association has about completed his task. It is the purpose of the committee working under the direction of Mr. West, to give the members of the Association and their friends a rare treat. The fact that dancing is to form a part of the diversion of the evening, will attract many women to the event.

In the presence of officials of the Homer Laughlin China Co., the new Holcroft Tunnel kiln, erected in their new No. 6 plant at Newell, W. Va., was given its first test a few days ago by its erectors and designers. These tests proved very satisfactory. It will be some weeks before the new tunnel kiln plant will be on a production basis, this on account of delay in completing the heating system.

Another unit is to be built to the plant of the Hazel-Atlas Glass Co., at Blakwell, Okla., which will be devoted to the production of fruit jars and milk bottles. The original factory of the company at this point is now idle for a brief period, while repairs are being made.

The Coshocton (O.) Glass Corp., has begun the production of tumblers, after several months effort getting the plant in shape for operation. The factory department is under the management of Philip Ebeling, and the shipping department is in charge of Charles Burkett, both formerly associated with the Imperial Glass Co., Bellaire, O. Jesse Landkohn, in the past connected with the Bellaire Enamel Co., is secretary of the company.

Steel frame work for the new lant of the New Cumberland (W. Va.) Glass Co., is erected, and within a few weeks the plant will be under roof. This shop was destroyed by fire during the early part of the fall, and after the company reorganized, work rebuilding the shop started. It is not likely that the plant will be on a production basis much before February.

Following a rather long illness, Victor G. Wicke, of the Imperial Glass Co., Bellaire, O., is again able to be about at the factory.

Quite a line of novelties is proposed for the line of the Sweet Glass Co., which is erecting a new plant at Monroe, La. The production will include such items as fruit jars, lenses, glass savings banks and kindred propositions.

BOSTON NEWS NOTES

By

RICHARD D. GRANT, REPRESENTATIVE

BOSTON OFFICE
5
IDLEWILD STREET
ALLSTON
MASSACHUSETTS

THE recent advent of cold weather has stimulated retail trade. The crowds of Saturday shoppers last week eclipsed those by far of the week before. Local concerns are doing a tremendous amount of advertising this year, partly to counteract the obstacle of mild weather, and to meet the increased competition, due to the large number of new gift and specialty shops in Boston.

A large number of houses doing business in Boylston St., whose sales activities cover a wide range of products, have banded together into what is known as the "Boylston Street Associates," the purpose of which is to encourage trading in Boylston St. A series of weekly advertisements is being inserted in local papers by the association as a unit.

The aims of the Retail Trade Board of the Boston Chamber of Commerce as announced in this week's issue of Current Affairs, the official Chamber of Commerce paper, are as follows: First, to promote, protect and raise the standards of retailing in Boston; second, to study methods of reducing the costs of distribution; third, to do away with unethical practices in retailing; fourth, to protect the retailer against unfair legislation; fifth, to develop the most efficient service to the public, and sixth, to make the profession of retailing a more desirable one for men and women. At this season of the year, when the public is more than usually interested in the retail business, the largest in the city, the Retail Trade Board deems it appropriate to bring forth the full list of firms which cooperatively are working for the advancement of the calling in the "metropolis of New England." Included in this published list of members are Jordan Marsh Co., R. H. White Co., The Shepard Stores, E. T. Slattery Co., A. Stowell & Co., Carbone, Inc., Timothy Smith Co., Jay's, Inc., Jones McDuffee & Stratton Corp., Charles R. Lynde, Mitchell Woodbury Co., Chandler & Co., R. H. Stearns Co., Wm. Filenes' Sons Co. and Houghton & Dutton Co.

A current advertisement inserted by twelve local firms features the advantages of Boston as a wholesale market. "Boston," it says, "has for generations been a wholesale trading center for much the largest part of New England. Here in Boston are great established firms of known and solid reputation, dealing in a wholesale way in various commodities. These firms are prepared, from their large stocks, to supply at short notice, merchandise needed, which cannot be secured quickly from points west of New England. During the past few years, there has been a strenuous campaign to build up to the strongest degree, trade in New England. Surely one way to do this is to patronize the wholesaler of New England who can give you the best of service to be found anywhere in the country. From the point of view of saving time and expense, would it not be well to first try New England's market first?

H. Wildey Chaput, veteran buyer of the Harris & Mowrey Co., Woonsocket, R. I., is busy these days arranging his Christmas stock. Mr. Chaput is featuring fifty and one-hundred-piece dinner sets in handsome patterns at moderate prices and a splendid array of bridge, table, and electric floor lamps.

The team representing William Filene's Sons Co. has a slender lead in the Retail Stores Bowling League, having won twenty-four and lost only eight matches. C. F. Hovey Co. is in second place with a 25-11 rating. R. H. White Co.'s team is in fourth place, Houghton & Dutton's just below it, and Jones McDuffee & Stratton is in seventh position.

Mr. Parker, formerly a member of the H. P. & H. D. Hunt Co.'s sales staff, has resigned his position, and intends to embark in business for himself after the first of the year.

The saw mill of the Goodell Cutlery Co. at Antrim, N. H., was destroyed by fire last Sunday evening. The blaze caused a damage of $20,000.

E. A. Roworth, the Hunt's old reliable in Maine and New Hampshire territory, announces that he will be in Boston soon to visit his employers and other friends in the trade. Mr. Roworth has stuck to his wild and wooly stamping ground incessantly, since the first of last January, this being his first trip to Boston since that time.

E. H. Farnsworth & Co., formerly of Rockland, Mass., whose store was destroyed by fire about a year ago, will open its new establishment at Plymouth this week. The company was desirous of remaining in Rockland but a suitable location was not available, consequently the Plymouth site was determined upon. As formerly, Mr. E. H. Farnsworth will be personally in charge.

Despite the refusal of Chief of Police Goodhue of Quincy to allow unrestricted parking privileges in the business district in that city for the holiday season, reports have it that the department stores and specialty shops there have been doing more business during the past day or two than was done during the entire corresponding week a year ago. The request for the lifting of the twenty minute parking ban was made by Quincy merchants after a temporary extension of ten minutes had been granted.

Pottery News

(*Continued from page* 16)

his office after spending a few days in the local market, going over lines being offered for 1924.

Monroe Patterson, President of the Wellsville, (O.) China Co., and also the head of the Patterson Foundry & Machine Co., East Liverpool, purchased the baseball grounds, containing seven acres, just west of the plant of the West End Pottery Co., and presented the property to the East Liverpool Board of Education for high school athletics. The property was purchased for $15,000 and presented to the board of education in fee simple. The only stipulation made in connection with the gift, is that when the grounds are used for Sunday amusements, that no admission fee shall be charged.

Association Secures Reduced Fare for Pittsburgh Show Visitors

A rate of a fare and one-half has been granted by the railroads to buyers and others affiliated with the Western Glass & Pottery Association who have planned to visit the annual Glass and Pottery Exposition at the Ft. Pitt and William Penn Hotels here in January. Identification cards are to be presented to ticket agents at time of purchase of ticket to Pittsburgh, and after arrival in Pittsburgh, arrangements will then be made through Secretary W. W. Lang for the half fare return trip. This is the first time reduced rates have ever been granted for the annual exhibit here.

W. G. & P. Association Hold Banquet

The annual banquet of the Western Glass & Pottery Association will be held in the Kaufmann Auditorium the evening of January 15, from 6:30 to 8 o'clock and then will follow a refined vaudeville program. From 10 to 12 o'clock there will be dancing. "Bring your wife or sweetheart to this dinner," President James M. Lewis urged this week.

Oberammergauer Players' Exhibit Pottery

In the midst of the annual hubbub and rush of Christmas tide there is a spot in the very heart of New York where the real Christmas spirit of peace on earth, goodwill toward men reigns supreme.

The Grand Central Palace, the vast spaces and bare walls of which, as a rule, house exhibitions of machinery, paintings, horticulture and other modern expressions of this New World, is giving shelter to the Oberammergauer Players, who have come from the Old World bringing with them their works of art. They are here to sell and take orders on samples of their carving and pottery. The older members of the group, with their flowing hair and beard, look for all the world like saints and apostles.

Quietly and unobtrusively they have constructed a little village giving as nearly as possible the impression of the real thing. The backdrop pictures Oberammergau and welcomes those who enter with its vivid color and sunshine. One can almost feel the winds sweeping down from the mountains which stand guard over the little houses.

In each booth are one or two of the Players bending over their benches, working as unconcernedly as they do in their own workships at home. They pay little heed to the crowds that press around them except to look up and smile when they are asked a question. Most of them cannot answer unless spoken to in their native tongue. Then their first words are:

"Grüss Gott!"—"God greets you!"

It is a time-worn custom in Bavaria for the peasant to hail friend and stranger alike with a hearty "Grüss Gott" as he passes them on country road or mountain trail.

Anton Lang, the Christus, who has an easy command of English and a sense of humor as well, was amused when some of his callers asked him: "Why do you all say 'Great Scott!' when we stop to speak to you?"

However, well might the first words of the visitor be "Great Scott" as he enters and holds his breath, not for the magnificence of the exhibition, but for its spirit of simplicity and truth. The hall of the Grand Central Place has turned into a great church, with its innumerable little altars. These men have not brought gold and silver, nor gaudily colored fabrics, but objects carved in natural-colored wood. The while body of Christ hanging on a black cross, the Last Supper in all its beauty, the Mater Dolorosa with her dead Son stretched across her knees, saints and angels.

Ask Fund to Speed Customs

Commercial organizations in the leading ports of the United States are planning to send delegations to Washington to appear before Congressional committees in an endeavor to persuade Congress to appropriate funds sufficient to place the customs work on a more efficient basis, It was stated by the Merchants' Association. Complaints of inefficient service have been made by importers whose goods have been held up for long periods in the Appraiser's stores. Investigation by the Committee on Customs of the association is said to have shown that the complaints were justified. It was found, the association's statement said, that the delays are due entirely to lack of men in the various bureaus and to the steady depletion of the force through resignations of competent men who are dissatisfied with low salaries which have been only slightly increased in twenty years.

As a result of the representatives of the commercial organizations, it was stated that matters had been somewhat alleviated, but it became manifest that this expedition was at the expense of efficiency. The law provides that at least one case from every invoice and at least 10 per cent. of the imported merchandise must be examined by the customs authorities and checked with the invoices. The association's committee found that any expedition in the passing of merchandise was necessarily accompanied

(*Continued on page* 22)

CHICAGO OFFICE
312
CLARK
SOUTH
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

ARRIVAL of snappy winter weather has put life into the buying of Christmas Gifts and has dispelled the fears of some large merchants that their Holiday season this year would not reach the high mark of a year ago. One week makes a big difference, and the department heads of Chicago's big stores now confidently predict that when sales are finally checked on December 26th, the Christmas buying will have exceeded that of any previous year by a substantial amount. Buying by the consumers was big last week, with the weather right, crowds flocked to State Street to mark off the remaining names on their list of presents. The out-lying department stores are claiming a bigger season than a year ago and the campaign to "Patronize Your Neighborhood Stores" is said to have gone a long way toward localizing buying.

While the manufacturers' agents and factory representatives dealing in china, glass and allied lines are reporting a lull in buying, the wholesale houses are continuing to rush out Holiday orders for last minute selling. Stocks of the china and glass departments are reaching a low point and it is expected that buying will open in a good way immediately after the first of the year. Heads of the china and glass departments are enthusiastic over the amount of business done so far this year and are looking forward to another good year in 1924.

The Active Picture Frame & Moulding Co. has been organized at 1529 W. Grand Ave. The capital of the company is $5,000. Morris P. Schwartz is head of the firm.

Oscar W. Eckland, head of the Central Cut Glass Co., Chicago, and chairman of the Entertainment Committee of the Chicago Pottery, Glass, Lamp and Housefurnishing Association, has received an appointment on the Board of Local Improvements from Mayor Dever of Chicago. Newspaper articles commenting on the appointment of Mr. Eckland, review his life and tell of his remarkable rise in the business world from newsboy to millionaire and civic leader. During the World's Fair in Chicago Mr. Eckland was attracted by the phonograph. Recognizing its sales possibilities, he opened one phonograph shop after another, until he had established two hundred stores. The Columbia Phonograph Co. took note of his success and brought him into the company in the position of sales manager. He resigned from this position to enter the cut glass business and built one of the largest cutting factories in the country, employing close to five hundred workmen. His work in the Chicago Pottery, Glass and Lamp and Housefurnishing Association has been outstanding and his appointment as chairman of the entertainment committee has been constant since the organization of the association. Mr. Eckland is to be congratulated upon his recent appointment and the Mayor of Chicago is to be congratulated for selecting such a representative citizen with keen foresight, exceptional ability and unlimited energy.

The Brill Stores Corp., with temporary headquarters at 7301 Sheridan Road, have incorporated for $100,000 to conduct a system of chain stores to deal in general merchandise such as housefurnishings and variety goods.

The Cliftwood Pottery Co., of Illinois, is displaying its line in the show rooms of the Manufacturers Sales Service Co., 17 N. Wabash Ave. The samples will be permanent on display at this address and will also be shown at the Chicago Exhibit at the Congress Hotel in February. W. J. Dooner has been appointed Chicago representative.

Karpall Dinkelspiel Sommers Co., is a newly formed Chicago lamp and novelty manufacturing firm. The company is incorporated for $45,000 and will make only the highest grade lamps, shades and furniture novelties. The incorporators are Stanley J. Sommers, Harry F. Kaprall, S. L. Dinkelspiel and Harry F. Hutchinson. The address is given as 501 W. 35th St., same address as the Crest Co., makers of high grade lamps.

Low's, Inc., has opened another department store in Chicago's outlying districts. The new store located at 1206 E. 63rd St., is capitalized at $50,000 and the owners are Millard C. Riseman, Joseph J. Augustus and Leo H. Lowitz.

The expansion of the lamp industry in Chicago continues. During the past ten days four new concerns making lamps, shades, and lamp shade frames, have been incorporated. These are the Kaprall-Dinkelspiel-Sommers Co., the City Wire Frame Co., Maxine, Inc., and The William H. Hall Co. The City Wire Frame Co. is making lamp shade frames exclusively, Maxine, Inc., manufacturers shades and the William H. Hall Co. will make high grade shades with silk table runners to match.

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

HELM & SOUKUP
Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

KELLY & REASNER
Representing McKee Glass Co.; Eagle Mfg. Co.; Indiana Glass Co.; Lippincott Glass Co.; N. Northwood Co.; Mound City Glass Co.; D. C. Jenkins Glass Co., and Geo. R. West & Sons.

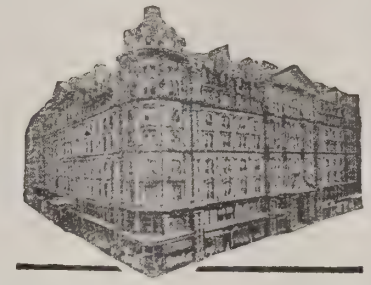
THE McANULTY CO.
Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER
Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; American Bisque Co.; Rockford Peerless Furn Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezer Cut Glass Co.; Maryland Glass Co.

LEWIS H. SIMPSON & CO.
Representing Athens Glass Co., Fenton Art Glass Co., Huntington Tumbler Co., New Martinsville Glass Mfg. Co., and H. R. Wyllie China Co.

Note—Concerns wishing to secure space in this building for display purposes should apply to

ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25
Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,
Phone, Dearborn 4700

Potters Co-operative Co., Room 684
Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.

While in Chicago Visit
STETSON CHINA CO.
1535-37 S. State Street
Phone Calumet 0876
We are prepared to make immediate shipments.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
Harry G. Dalzell
Phone Central 3497

FRENCH CHINA CO.
Office and Display Room
136 West Lake Street

WALTER B. ANDREWS
30 East Randolph Street
Corner Wabash Avenue
Room No. 405

Representing
Monongah Glass Co.
Co-Operative Flint Glass Co.
The Duncan & Miller Glass Co.

---

9 N-WABASH AVE

Ira A. Jones Co.
North Wabash Avenue
Chicago

DINNERWARE
Pope-Gosser China Co.
GLASSWARE
Seneca Glass Co.
Susquehanna Cut Glass Co.
Thompson Studios
National Glass Novelty Co.
LAMPS AND SHADES
The H. E. Rainaud Co.
Wood Art Co.
Century Lamp Mfg. Co.
Haven Co.
Shepherd Co.
Burke Studios
Phone Central 1606

Earl W. Newton & Associates

GLASSWARE
Imperial Glass Co.
Economy Tumbler Co.
Marion Glass Mfg. Co.
The Earl W. Newton Co.
DINNERWARE
Hopewell China Corporation
HOUSE FURNISHINGS
Sauquoit Toilet Paper Co.
Kewaskum Aluminum Co.
Schlueter Mfg. Co.
American Woodenware Co.
Acme Rubber Mfg. Co.
Phone Central 3236

9 N-WABASH AVE

A. W. STEINER'S STUDIOS
Importers and Decorators of
ENCRUSTED DINNERWARE, LUSTRE WARE AND ALL GOLD CHINA
223 So. Wabash Ave.
Phone Har. 2214

THE SEBRING POTTERY CO.
Mr. W. L. Gerald
4523 Racine Ave.
Chicago, Ill.
Phone: Edgewater 2380
Display Room, 1319 So. Michigan Ave.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

HELP WANTED

SALESMAN for the New England States, with a thorough knowledge of the China and Earthenware Line, having road experience. One that can secure large trade on import from stock in packages and open. Attractive proposition to one who can produce results. State experience and territory covered, with references. Communications held strictly confidential. Fisher, Bruce & Co., Philadelphia, Pa.

WANTED—For South and Southwestern territory by one of the oldest and best established domestic blown glass manufacturers, a representative to sell on commission in connection with other lines. Prefer a man with established trade calling on department stores, gift shops and jewelers as well as china and glass stores. Our line consists of better class crystal and colored blown lead glass in plain, cut and etched; also specialties and hotel goods. A fine proposition for the right man. In your reply state age, experience and present lines and connections. All replies will be considered strictly confidential. Address Box 397, care CROCKERY AND GLASS JOURNAL.

PROMINENT China and Glassware House (import and domestic) requires a bright, aggressive, clean cut young man, as house salesman. Position offers exceptional opportunity. References required. Box 402, care CROCKERY AND GLASS JOURNAL.

KAUFMANN Department Stores, Inc., Pittsburgh, require an experienced man as assistant manager for their lamp department. An excellent opportunity, with good salary to capable, aggressive man. Address letter with age and full particulars to John H. Harris.

REPRESENTATIVE WANTED

WELL KNOWN New York import and domestic concern (china, art pottery, glassware, etc.) is desirous of securing a wide-awake man, to cover New England territory, on a commission basis. Must have thorough acquaintanceship and excellent standing with the trade. Box 403, care CROCKERY AND GLASS JOURNAL.

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MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all COLORS. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

Do You Want to Own a Business?

W. J. ALEXANDER'S CHINA DEPOT

at Troy, N. Y., will be sold

ESTABLISHED 40 years ago—the oldest business of its kind in Northern New York, well located on the principal business street, in the center of the business section, carrying full lines of china, cut-glass, house furnishings, and toys, dolls and games.

Reason for selling is the sudden death recently of F. W. Alexander, son of the founder, who has been manager for the past 14 years. Address your inquiry to Mrs. Frances J. Alexander, 1937 Fifth Ave., Troy, New York.

Ask Fund to Speed Customs

(Continued from page 19)

by lack of proper examination, and the situation today is that goods are not only passed without proper examination but that it is impossible to check up.

The statement continued:

The situation is fully appreciated by Secretary Mellon, who has asked for $18,000,000 for the Customs Service for the next fiscal year, with a proportionate amount to cver the remaining six months of the present fiscal year ending June 30, 1924. The commercial organizations feel that the Secretary's request is moderate.

China Clay Industry in Florida

One of the most important industries around Leesburgh, Fla., is the mining of kaolin, very extensively used by potters and manufacturers of china ware throughout the United States. The demand for this product is constantly increasing, and both local mines are working full capacity.

The Florida Chine Clay Co., Inc., controls over 1200 acres of land in the kaolin district south of the city, 500 acres of which have been thoroughly prospected and have proven a deposit of from 5000 to 8000 tons per acre, with an average overburden of six feet. There is every indication that the remainder of their holdings contains equally large deposits of the same high grade kaolin as that now minded.

Processes of mining the clay are very interesting. The overburden is removed by means of hydraulic guns of 200 pounds pressure each, nad the clay mined through the same medium, the pressure varying from fifty to one hundred fifty pounds per square inch, the water being discharged from a nozzle of 1½ inches in diameter. The clay so broken up is conveyed through flumes 2000 feet long into a classifier, where the coarser sand settles at the bottom and the clay, carrying on, suspended in water, is conducted to a second set of classifiers, in which the lighter sand and other impurities are removed. Free from all foreign matter, the clay is then conveyed into screened vats, having a capacity of over 2000 tons, from where it is forced into the filter presses and shaped into cakes about twenty-four inches in diameter and taken into the drying sheds, of which there are three, each 350 feet long by 30 feet wide. In these sheds the clay is placed on shelves composed of coils of galvanized pipes through which steam is constantly passing to remove every particle of moisture before the clay is ready for shipment.

Owing to the enhanced demand for their product, and to reduce cost and time of production, the Florida Chine Clay company is now expending over $75,000 for new and additional equipment and for introducing new mechanical processes to facilitate the mining and double the capacity of the plant. The six boilers now in use will be replaced by an electric power plant of 600 horsepower, in two units of 300 horsepower each.

At present the capacity of this plant is between fifty

OXIDES — SULPHATE **COBALT** NITRATE—CARBONATE

POWDER BLUE

B. F. DRAKENFELD & CO. INC.
ESTABLISHED 1869
50 Murray Street, New York Potters Savings & Loan Building, East Liverpool, O.

The Roessler & Hasslacher Chemical Company NEW YORK
BRANCHES:
Cleveland, O. Chicago, Ill. Trenton, N. J. New Orleans, La. Boston, Mass. Pittsburgh, Pa. Philadelphia, Pa. Kansas City, Mo. San Francisco, Cal.

THE ROESSLER & HASSLACHER CHEMICAL COMPANY · NEW YORK · BRIGHT GOLD
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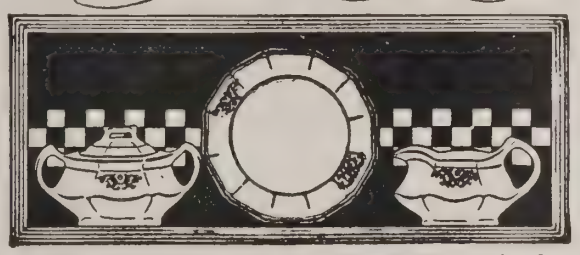
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Liquid Lustre Colors—Oxides and Bodies for Decorating and Coloring

CHEMICALS
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—for—
Pottery, Glass, Enameled Ware, Tile, Clay Products

RHCCO A1
Highest Grades.

America's Leading Ceramic Material House

LIMOGES CHINA



THE LIMOGES CHINA CO., SEBRING, O.
New York Representative
E. V. Weiss, 874 Broadway, corner 18th Street
Telephone: Stuyvesant 6667

and sixty tons of refined clay a day, shipping on the average twelve cars per week. The bulk of the output goes to Liverpool, Ohio, and Trenton, N. J., the pottery centers of the United States. The clay produced by this company is of such uniformly high quality that it is recognized everywhere in the pottery industry.

In a decision handed down recently by the Board of mill, principally to supply the lumber for its own uses, and most of the lumber used in the construction of the new buildings now going up is supplied by this mill.

It Pays to Answer Foreign Letters

It frequently occurs that American Business houses not interested directly in export trade receive letters and inquiries from abroad with regard to their product, which has, perhaps, aroused the interest of some foreign import house. In view of the fact that the American manufacturer is not interested in exports at this time, this letter may find its way to the wastebasket or to the files without being given a proper answer.

Several consular offices and representatives of the Department of Commerce have reported that the practice of allowing foreign letters to go unanswered has, in some cases, prejudiced prospective foreign buyers against American goods. The reaction may not be noticeable at the time, but at some later period when, either through an export commission house or by means of his own agency, the American manufacturer desires to put his product in the foreign market he may find himself faced with an apparently unreasonable prejudice.

One American consul located in France has informed the Bureau of Foreign and Domestic Commerce that, because of several unanswered letters dating back two or three years, an American manufacturing house lost a valuable sales contract and agency for a line of specialties in the best industrial area in France. This particular agent, who had spent several years in the United States was convinced upon his return to France that the goods manufactured by this house filled the need in his mother country. Not having received answers to his communications, he took the agency for a foreign substitute and now is no longer available for marketing the American product.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *73 Barclay St.*
"The Dinnerware House of America."

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND SPODE CHINA AGENCY, *43 West 23rd St.*
Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *135 Fifth Ave.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, *39-41 West 23d St.*
Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., *105-107 East 164th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



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for the
Pottery Glass China
Metal Goods and Housewares Trades

M. ROSENBAUM & SONS, *32 Union Square*
Bavarian China Ware. Representing M. Rosenbaum & Sons, Bavaria.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., J. H. Weatherby & Sons, Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Value and Watcombe Pottery.

L. STRAUS & SONS, *42, 44, 46 Warren and 116 Chambers Sts.*
Importers and Manufacturers.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Successors to Takito, Ogawa & Co. and the Tajimi Co. Japanese and Chinese Goods. Catalogues upon application. Tel.—Stuyvesant 3823. Chicago Office, 327 West Madison St.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, *65 Barclay St.*
Open stock dinnerware patterns.
White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Cox & Company, Representatives, 120 Fifth Ave.*
"The House of New Ideas." Cameo Etchings and Encrusted Coin Gold.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., *Fredk. Skelton, Representative, 200 Fifth Ave.*
Colored and Iridescent Glassware.

ECONOMY TUMBLER CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *224 Fifth Ave.*
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. T. W. Hamilton, Representative, 139 Fifth Ave.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

ESTABLISHED IN 1874 PHONE STUYVESANT 6052

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DOLLS AND TOYS
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AS THE EDITOR SEES IT

WHAT IS YOUR DIRECT SELLING COST?

EVERY retail merchant is, or should be, keenly interested in anything which has a bearing upon costs of doing business. He should also be alert to analyze every item of expense with the idea of paring it down and reduce his cost of selling wherever and as low as possible, consistent with good service to his trade. Now, while a good many items may be included in the cost of store keeping, the item which we may term "direct selling" is the largest source of expense This direct selling item is made up of salaries and wages. Figuring the average percentage of direct selling expense, struck from the reports of a number of representative stores, we learn that the direct selling expense is about 7 per cent of the net sales in stores doing less than one million annually and about 6 per cent in stores whose sales exceed this figure. No figures are available to indicate the figure of smaller stores, but unless extremely well managed, as but a comparatively few are, the figure will probably be around 8 or 8½ per cent.

THIS brings us to a question which should interest every retailer.—Do you, Mr. Merchant, know how much it costs you to do business and how much business you must do to make a fair profit on your merchandise turnover? If you are now checking figures from all departments and can estimate all pretty closely, you are not so very far away from the actual figures. But if you are not doing this but merely putting down all expenses in a lump, you are certainly not on the right road to the efficient and economical running of your store—for the most service to the public and profit to yourself. It is the object of the Journal to help you build a bigger customer list and stock the goods your trade most freely buy and this is why we bring up this question. The best advice we can give you is to suggest that you get the closest possible figure of your direct selling expense and make good use of them to pare down overhead.

TO be of any practical value it must not be forgotten that direct selling expenses must be tabulated for every department. Only by an accurate comparative study of this item is it possible to use the figures for eliminating waste and unnecessary expense.

Difficulties will, of course, be met with, for no stores are standardized. Every store is an individual problem in itself and the grouping is different and seldom do all the departments of the same name always handle the identical kind of merchandise. Another difficulty will be found in this fact—that it is not easy to get the figures for identical periods. Another complication will be found in the way stores individually enumerate expenses in detail. For example, not all stores include the same items under the direct selling head. In fact not a few stores include wrapping, wages of stock clerks and buyer's salaries as a part of direct selling. Living conditions also vary, but this difference will have but little bearing upon the percentage. Analysing the selling expenses of crockery and glassware, one store doing a business of eight or ten millions, found it to be 7.58 per cent. Another store found it to be 8 per cent, while a large store in New England figured it at 5.90 per cent. Lamp shades and electrical home devices of these stores were respectively, 5.48, 7.80 and 9.95 per cent. We believe it will be time decidedly well spent if every merchant figures his direct selling expenses with a view of putting his store on the most economical and efficient footing.

About Your Income Tax

The Taxation Question Is One of the Biggest National Problems and as It Concerns All of Our Readers, We Are Printing This Series of Authoritative and Informative Articles, Which Will Repay Careful Reading

By M. L. Seidman, C.P.A.

AS previously announced, this article will review two most important administrative provisions of the Income Tax Law that taxpayers should be acquainted with to properly protect their interests.

The first is in connection with the procedure involved where the Government proposes to assess additional taxes on returns for previous years, and the second relates to the limitation date that oon arrives, beyond which refunds for 1918 taxes may not be claimed.

Procedure for Contesting Additional Assessments

As for the first item, namely, that of the procedure in connection with contesting additional assessments, the importance of becoming acquainted with this phase of the administration of the Income Tax Law cannot be overemphasized, especially in the light of the intensive campaign that the Government has been making to audit the returns filed. Many a taxpayer has been made to pay additional assessments, where payment could have been avoided if the proper steps were followed or if action were taken in time.

Additional assessments may arise from two sources; first, as a result of what is known as a field audit," that is, where the Government agent checks up the returns from the taxpayer's books and records, and the other through the so-called "desk audit," where the returns are reviewed in the office of the Treasury Department. The only difference between both these audits is that in the former the examining agent makes a report, a copy of which goes to the taxpayer, whereas in the desk audit there is usually correspondence passing between the Government and the Taxpayer, as a result of which the additional assessment is proposed.

Let us trace the procedure where there is a field audit. When the Government agent completes his investigation, a copy of his report is sent to the taxpayer. The agent's report is not an assessment, but merely the recommendation of an assessment. The taxpayer has twenty days in which to protest against the agent's recommendations to the Revenue Agent in charge of the taxpayer's district. This can be done either through written memorandum or oral conference.

If the taxpayer exercises this right, the Revenue Agent in Charge prepares any additional comments he may deem proper, in the light of the taxpayer's protest, and submits all papers to Washington, where the ultimate decision is made. If the taxpayer does not exercise this right, the Revenue Agent in Charge, at the end of the twenty day period, forwards just the examining agent's papers.

At Washington, the revenue agent's report is either approved or modified and a letter to that effect is sent the taxpayer. This letter is what is known as the A2 letter. It informs the taxpayer, among other things, that if he desires to contest the assessment, he has thirty days within which to file a formal appeal, and thirty days from the time for filing this formal appeal to file a detailed brief or memorandum outlining *all* the facts and law upon which he bases his claims. The taxpayer also has the right to have his case considered in oral conference, but then it is necessary that conference be held within sixty days from the date of the A2 letter, and that the detailed brief be in the hands of the Department at least five days before the conference.

If the taxpayer's protest is not favorably acted upon, the taxpayer has the right to appeal from the decision of the Income Tax Department to a body known as the Committee on Appeals and Review, which represents the Commissioner of Internal Revenue. Ordinarily, this is about as far as the taxpayer can go and if he is still dissatisfied he must pay the tax and sue for its refund.

That is in general the administrative procedure involved in connection with additional assessments. With the millions of returns that the Government has before it, it is but natural that strict compliance with every detail of the law should be demanded. For this reason, too, the Government insists upon having *all* the facts on which the

THIS is the third of a series of articles on the income tax requirements, which will appear regularly. Mr. Seidman is chairman of the Committee of Tax Consultants of the Committee of American Business Men. He is a well known tax expert and has written numerous articles on taxation. Mr. Seidman will answer any question on the subject directed to him by our readers. Such questions should be addressed to Tax Editor, Crockery and Glass Journal. To receive attention, all communications should be signed by the writer. Mr. Seidman's answer, however, when published will not reveal the identity of the inquirer.

taxpayer relieves, placed before it at one time. The proper presentation of these facts usually "makes or breaks" the taxpayer's case.

LIMITATION ON 1918 RETURN

Now as for the limitation for claiming refunds on 1918. On March 15, 1919, income tax returns for 1918 were originally due. However, in most cases, the time to file was extended as far as June 15, 1919. Under the Revenue Act of 1921, the taxpayer has five years from the time the return was due to claim a refund. It is apparent, therefore, that by June of this year, taxpayers will be precluded from obtaining a refund unless a claim therefor is filed before that time. Hence it becomes advisable for all taxpayers to cause their 1918 returns to be reviewed immediately, particularly with reference to the many important decisions that have been handed down under the Revenue Act of 1918 since the time of filing 1918 returns.

There are a number of cases pending in the courts today attacking the constitutionality of many provisions of the law. The decisions on most of these cases will not be announced until after the five year period, and if they are favorable to the taxpayer, the taxpayer will not be in a position to claim their advantages unless a refund claim had first been filed within the five year period. It is therefore best where the taxpayer's own case presents the same situations as those being contested in the courts, that the taxpayer file a claim for refund *now* on the ground that the Government unlawfully considered as income that which was not income, or reduced invested capital without warrant.

The taxpayer may also find that he did not take advantage either in part or in entirety of certain deductions allowed by law, as amortization, depreciation, obsolescence, reasonable officers' salaries, etc. In all these cases the original returns should be restated and claims for refund filed. Or if the taxpayer finds that the tax paid was entirely disproportionate to the tax paid by representative concerns in the same line of business, a claim for relief and refund should be filed.

No matter what the situation may be, no time should be lost in reviewing the 1918 return to make sure that if there is any possible basis for a refund, a claim therefor is immediately filed.

Note: Questions received since the appearance of the last article will be printed and answered in the next installment of this series.

Summary Imports and Exports

The foreign trade of the United States for the month of October shows an increase in both imports and exports over the preceding month. Department of Commerce figures for the month of October, corrected to November 22, follow:

Imports

	1922	1923
China, not decorated	.....	.....
China decorated:		
From France	$96,059	$81,675
" Germany	235,666	405,998
" United Kingdom	10,154	4,042
" Japan	307,497	419,312
" Other Countries	71,108	98,137
Total	$720,484	$1,009,164
For Ten Months Ending October		
	1922	1923
China, not decorated	*$452,929	.....
China decorated:		
From France	.....	$527,015
" Germany	.....	2,148,683
" United Kingdom	.....	39,021
" Japan	.....	2,599,698
" Other Countries	.....	646,669
Total	.....	$5,931,086
Earthenware, not decorated	.....	.....
Earthenware, decorated	.....	.....
	1922	1923
Earthenware, not decorated	*$227,556	.....
Earthenware, decorated	*3,212,928	.....
Table, Toilet and Kitchenware, plain	†29,496	562,685
Decorated	.....	2,817,108
Total	$3,469,980	$562,685
	1922	1923
Glassware, cut or decorated	$148,897	$174,615
Blown glassware	162,847	215,992
Total	$311,744	$390,607
For Ten Months Ending October		
	1922	1923
Glassware cut or decorated	$1,822,087	$1,193,232
Blown glassware	*106,800	.....
Total	$1,928,887	$1,193,232

DOLLS AND TOYS

	1922	1923
Dolls and parts of dolls	$247,883	$247,471
Other toys	699,434	684,246
Total	$947,317	$931,717
For Ten Months Ending October		
	1922	1923
Dolls and parts	$1,279,344	$1,728,000
Other toys	4,983,246	5,759,144
Total	$6,262,590	$7,487,144
Table and kitchenware of metal, enameled or glazed	$59,573	$11,672
For Ten Months Ending October	$372,475	$188,672

Exports

China and Porcelain:

	1922	1923
Table, Toilet and Kitchenware	$20,601	$13,488
All other	8,401	18,745

Earthen and Stoneware:

Table, Toilet and Kitchenware	$7,930	$4,854
All other	71,103	83,758

For Ten Months Ending October

China and Porcelain Ware:

	1922	1923
Table, Toilet and Kitchenware	$165,234	$147,436
All other	100,560	127,169

Earthen and Stoneware:

	1922	1923
Table, Toilet and Kitchenware	$85,440	$62,498
All other	756,911	739,299

GLASSWARE

	1922	1923
Table glassware, plain	$173,278	$178,245
Table & other glassware, cut or engraved	19,027	20,018
Globes and shades	40,089	51,775

For Ten Months Ending October

	1922	1923
Table and glassware, plain	$1,140,298	$1,859,553
Table & other glassware, cut or engraved	137,160	180,874
Globes and shades	354,186	386,826

Dolls and Toys

	1922	1923
Dolls and parts of dolls	$34,454	$44,707
Other toys	202,867	287,625

For Ten Months Ending October

	1922	1923
Dolls and parts of dolls	$171,113	$223,473
Other toys	1,153,673	1,611,948

Table and Kitchenware of Metal, Enameled or Glazed

For Ten Months Ending October			
1922	1923	1922	1923
$102,585	$70,957	$582,825	$1,073,776

* Jan. 1 to Sept. 21.
† Sept. 22 to Oct. 31.

American Industrial Art At the Metropolitan Museum

Active preparations are now under way at the Metropolitan Museum, New York, to make its Annual Exhibition of Industrial Art, to be held January 14 to March 2, the greatest in the history of its work. The Museum is again demonstrating its usefulness to trade by inaugurating this new series of exhibitions to show the best examples of industrial art produced for stock in the course of the year. Past exhibitions have served their purpose in showing the use made of the Museum by manufacturers and designers in preparing their current output. Last year's Exhibition included 627 objects, the work of 237 firms and designers.

The Museum firmly believes that American manufacturers and designers are destined to lead the world, and members of its staff are specially delegated to work with industrial producers. Those manufacturers and designers who have not made use of this Museum service have a "vague idea" that there is "nothing there" for them. But they change their attitude completely when they find themselves in need of assistance, receive it, and profit by it financially.

The commercial value of the work done by the Museum in the interest of American industries is leading the manufacturers to take a fuller part in this year's Exhibition. An increasing number of producers are realizing that design, more than any other factor, sells their merchandise. This they have proved to be true from repeated costly experiences when merchandise of fine quality, correctly proceed, but with poor or wrongly-chosen design does not sell.

Following the trend of public buying, merchants and distributors likewise have observed the steady improvement in the taste of the public. Many influences have contributed to this betterment: the tendency of manufacturers to improve the designs of their merchandise; the attractive pictorial advertising in magazines, as well as informative articles on this subject; the display of goods of always better design in stores and shop windows; general education by public schools and lectures; the widespread influence of women's clubs, theatres, and latterly even improved settings in the movie. Last but not least is the effect of exhibitions and the work of museums. All have been factors in this improvement in taste which demands that the design of even ordinary household articles shall be good.

The Museum has asked leading manufacturers of china and glass, silverware, jewelry, furniture, rugs, textiles, printing and advertising, and other types of industrial art to co-operate under the following entry requirements: the design shall be of a caliber approved by the Museum; the design shall be made in America; and the exhibit manufactured in America during the year 1923. These exhibits must also represent "quantity production"; that is, not special orders or isolated examples, but goods manufactured for stock. The term will also be construed to cover pieces produced singly but as duplicates of an identical design.

New Retail Manual

What is described as the "most comprehensive handbook on retail store operation thus far compiled" is now ready for distribution, after a period of long preparation. It is called the "Merchants' Manual" and was written and edited, according to announcement made yesterday, by a group of thirty-six practical merchandising experts under the direction of Lew Hahn, managing director of the Nation Retail Dry Goods Association, and Percival White. The book contains over 600 pages dealing with retail store matters. These include such topics as store location, layout, receiving, packing, delivery, accounting, merchandise control, buying, advertising, employment management, service features and kindred subjects. Samuel Reyburn, Jesse I. Straus, Paul H. Nystrom and Arthur W. Wright are among the contributors to the volume.

Sales Are Still Held

Although it has been often asserted that sales were being overdone by the stores and that the public was becoming tired of them, retailers, both large and small, do not seem to have become converted to this reasoning. Discussing the question yesterday, one well-known merchandise manager said his store would continue to feature sales during 1924 as the best method of getting the rapid turnover that is desired. He added that, as far as he knew, the other stores would do likewise. The reason for sales, according to this executive, is a psychological one that is particularly necessary under the existing conditions. Consumers have the money to buy, he said, but they hold on to it as long as they can, or until they feel that the best value for the expenditure is received. This they find in genuine sales. He emphasized the word "genuine," as consumers are not being misled by fake sales, although some retailers seem still to think they are.

Business Briefs

Reuben Wersbole, Weirton, W. Va., has started construction on a new store building.

Arthur M. Adams, 353 Moody St., Waltham, Mass., has sold his crockery store to Rolland O. Dent and James E. Blake.

CAUGHT IN THE NEWS NET

A RECENT important announcement, is that Edward Hamblin, who has been identified with the cut glass business for years and who has an extensive acquaintanceship in the trade, by which he is very highly regarded, has joined the Louis Levien Cut Glass Co. Mr. Hamblin was for a long time with the S. Herbert Cut Glass Co., and for the past year has been in business for himself at 10 West 23rd St. He will show the concern's line at the Pittsburgh exhibit in association with Mr. Levien.

Thos. G. Jones is now back at his desk, after a battle with a carbuncle, which kept him confined to his home in East Orange, N. J., for two weeks.

Robert S. Odell, formerly salesman for the S. Joseph Co., dealers in restaurant and hotel supplies, has been engaged by D. King Irwin to assist him in calling on the trade in the Metropolitan district with the National China Co., Economy Glass Co., Paden City Glass Mfg. Co., and Iroquois China Co.'s lines for which Mr. Irwin is New York representative.

Dura Glass Co. Opens New York Office

The Dura Glass Co., Morgantown, W. Va., which took over the plant of the Athens Glass Co., is now represented in the New York market by W. L. Lee, with headquarters in the Mohawk Building, 160 Fifth Ave., The factory has been entirely reorganized and has undergone many important improvements. The concern manufactures a complete line of stemware, tumblers, jugs, vases, etc.

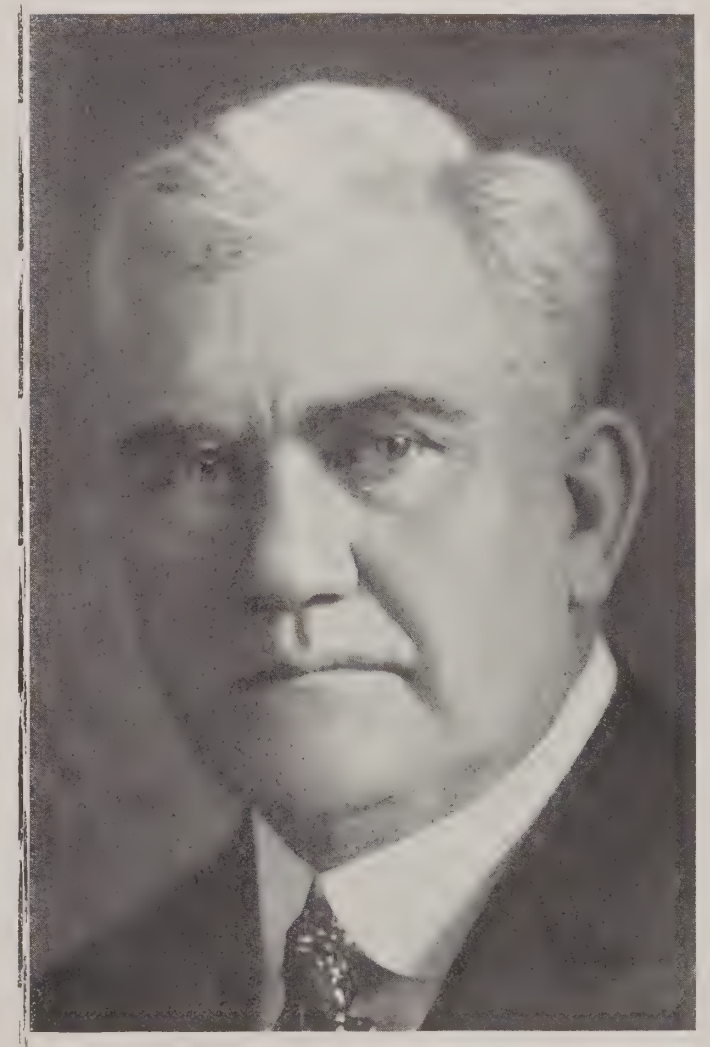
Economy Co., Appoint Strong Selling Organization for 1924

During 1923 there were several changes and additions in the sales force of the Economy Glass Co., formerly the Economy Tumbler Co., Morgantown, W. Va. In May, Fred Stott acquired the Peacock & Roop Agency in Philadelphia, and now represents the Economy Company in that city and surrounding territory. On December 1st, D. King Irwin became the company's representative in New York City. He has taken larger rooms in the Fifth Avenue Building and presents the line in an attractive setting of up-to-date display fixtures and furniture. Walter C. Reel, of Kansas City will carry the line through the southwest. Mr. Reel has for several years been serving a large and growing clientele in Kansas, Nebraska, Missouri, Arkansas, Oklahoma and Texas and the connection seems an admirable one for both parties concerned. In part of the east and through the South Atlantic States F. J. Haas will travel direct from the factory. Mr. Haas has had extensive experience in both the manufacturing and selling branches of the industry and formerly traveled through the south. John J. Reed continues to look after the Economy line in Boston and the Chicago and Middle West is in the capable hands of Earl W. Newton and Associates. Arthur L. Reber, of the Newton organization, assisted by Mr. Haas, will be in charge of the Economy display at the Pittsburgh show.

OBITUARY

Michael J. Owens

Michael J. Owens, aged 64, one of the most widely known men in the glass industry in the world, died suddenly in the office of the Owens Bottle Co., Toledo, O., the afternoon of Dec. 27. He was the inventor of the



Michael J. Owens

(Continued on page 19)



WHAT THE POTTERIES ARE DOING



UNUSUALLY brief was the holiday "loaf" in the generalware potteries of the Eastern Ohio district this year. Hardly in a single instance was the week taken by any one plant. In some cases shops were idle from last Saturday until Wednesday morning, and here and there potteries were idle only Christmas Day, and the New Year's day holiday, yet to be taken. This situation is something like experienced a year ago, but the conditions are different. Last year the shops were just "getting going" following the strike in the industry, and this year, the demand for ware was just as urgent, and without a strike to cloud the business sky.

All told, manufacturers and employes worked togetherh quite harmoniously during the entire year, with the result that new productions records were possible, and this reflected in increased earnings for the operatives.

The situation prevailing just now in the general ware industry was indeed a happy reminder during the Yuletide season just closing.

During the last six weeks of the old year there was a decided increase in the production of many plants. The rank and file of the employes were not so anxious to "take a day" under any slight pretext as has been the custom from time to time, but steady employment was insisted upon. The aim was "fat" pay envelopes before Christmas. All manufacturers distributed their final Christmas pay, beginning Friday, Dec. 21, some others on the day following and still a few others Monday last. The manufacturers, it is said, distributed approximately $300,000 in wages as their Christmas pay. The Christmas holiday was the first the pottery employes had as a unit, since Labor Day.

The West End Pottery Co., is now showing for the first time their new "Swastika" border pattern in open stock on their "Seneca" shape. This pattern will be included in the display the company will make in Room 724, Ft. Pitt Hoel, Pittsburgh, during the January Exposition season. Five other exclusive border patterns have been arranged for, and the first showing of these designs are now in the factory sample room.

Ten new patterns have been brought out by the Edwin M. Knowles China Co., for 1924. All of these designs were illustrated in the Holiday number of the "Journal." The sample room of this company in Newell, has been renovated for the January trade, and the arrangement of the different compositions on tables, makes an attractive showing.

Following a brief business trip to Chicago, A. F. Calerdine, president of the Owen China Co., Minerva, O., after returning to the factory office left for a business visit to New York. This concern has arranged a number of new border patterns for the 1924 trade.

It is currently reported that the Iriquois China Co., Syracuse, N. Y., plans the completion of a plant extension program during the early spring of next year. The company has considerable advance business on file, and increased capacity is deemed a necessity.

The second unit of No. 2 plant of the Onondago Pottry Co., Syracuse, N. Y., is to be placed in operation probably in January.

The Warwick China Co., Wheeling, W. Va., has arranged to convert all of its updraft kilns to the downcraft system. By this plant the company will be enabled to produce a better quality of china, tests having demonstrated that the latter system of firing is superior to the former.

Sol Ostrow, President of the Hopewell China Corporation, Hopewell, Va., after spending a few days in the East Liverpool district, returned to the home holidays for the Holiday season. The dinnerware line of this plant will be displayed at the Pittsburgh show next month.

It is now considered doubtful, if the new tunnel kiln plant of the Homer Laughlin China Co., Newell, W. Va., can get into active production for at least two months, although preliminary work with this end in view will continue actively. The plant is so large, and possible of such heavy production, that no one can predict just what month will see production. Throughout the generalware industry, this new plant is attracting wide attention, not only among manufacturers, but technical men as well.

The plant of the Sterling China Co., Wellsville, O., was idle during the week, while repairs were made about the shop.

W. E. Wells, of the Homer Laughlin China Co., will preside at the East Liverpool Rotary Club anniversary, to be given in the parlors of the East Liverpool Country Club, Friday evening. At this time George B. Christian, Jr., Secretary to the late President Warren G. Harding, will be the guest of honor and principal speaker. This will be the first time that Mr. Christian has appeared as a public speaker in East Liverpool. J. B. McDonald, of the Knowles, Taylor & Knowles Co., assisted in the arrangement for the event.



GLASS FACTORY ACTIVITIES



THE rap of the hammer and the rip of the saw will be heard throughout the upper corridors of the Ft. Pitt Hotel next week, when house carpenters will go from room to room arranging tables and new shelving for those who will display pottery and glass lines for the three weeks commencing Jan. 7. Some packages of samples have been received at the hotel, and these are being held in storage until the factory representatives arrive on the scene.

While there will not be quite as many lines at the Pitt as formerly, on account of the agency lines being eliminated, the big show will be none the less interesting.

The first of the buying interests will "hit" the district next week, according to information received here. These interests propose to make a survey of the market, both locally and in the East Liverpool district before the show opens.

Because of the confinement of the selling season into three weeks that is to say, opening and closing on announced dates, it is believed the season will be crowded with activity from the beginning.

The Maryland Glass Corp., Cumberland, Md., has contracted for the erection of a new factory building to the Austin Co., of Cleveland, O. The building will occupy a site 60 by 140 feet, and has been ordered erected on account of the need for increased porduction. The company has also granted permission by the State Tax Commission of Maryland to amend its charter for the purpose of increasing its capital stock to $250,000.

The display of pottery and glassware in the show rooms of the George R. West Sales Co., in the Pottery and Glass Exchange Building, 954 Liberty Avenue, is admitted the largest of the kind ever assemled under one roof in this district. A dozen or more lines are shown by this sales organization, which include decorated glassware, decorated china, gift shop novelties, enamel ware, steam ware, dinnerware and kindred pottery lines. Each sample line is displayed individually in a particular room.

Anent sample rooms that have been opened in the Pittsburgh market, the credit for opening the first went to the old New York firm of Bawo & Dotter, which was in charge of A. Herr. Mr. Herr for years showed his line in the Hotel Anderson, and then conceived the idea of opening a permanent sample room, which the firm did on Liberty Avenue, near Sixth Street. Then followed the Kinney & Levan Co., which took large space in the Century Building, Seventh Street, and under the management of Watson W. Lang and assisted by his son Frank H. Lang. About 20 years ago the Wertheimer import house of New York City had an agency in the Bessemer Building, Sixth Street, in charge of Frank A. Rust. It is also recalled that in connection with the latter instance, Harry A. Ross, then city salesman for the Pittsburgh Lamp, Brass & Glass Co., made the Wertheimer show room his "downtown" office.

It is reported in the district that a well known New York cut glass concern is contemplating opening a permanent sample room in local district, proposing to take a loft in a Liberty Avenue building. Negotiations with this end in view are being continued.

Probably during the first week of the selling season here, will be held the annual meeting of the Associated Glass & Pottery Manufacturers, whose slogan is "see it first in Pittsburgh." The interest has been granted its charter, and it may follow that present officers will be continued during another term.

With a capital stock of $3,000,000, the Independent Glass Manufacturing Co., has been granted a Delaware charter.

Work remodeling the former plant of the North Wheeling Glass Co's., plant by the new owners, the Wheeling Glass Manufacturing Co., is continuing rapidly, and within a few weeks the shop will be placed on a production basis. A general line of ware will be featured by this new interests, which will also include a line of tumblers. The new interest was recently incorporated with a capital stock of $100,000.

The board of directors of the Hazel-Atlas Glass Co., has declared a quarterly cash dividend of two per cent, which will be payable Jan. 2, to stock of record as of Dec. 20.

"We're all ready for the new year," declared Henry W. Nickel, in charge of the new sample room of the United States Glass Co., which is located in the Glass & Pottery Exchange Building, at 954 Liberty Ave., near Tenth Street. It has been a tedious task all the way through, work remodeling the entire third floor of this building for the "States" having commenced last September. Every line made by the "States" is displayed in this room. Mr. Nickel is being assisted by an able force, and it is here where the January trade will see the line of this company hereafter.

A reorganization of the Stark Glass Co., at Massillon,

(Continued on page 22)

BOSTON NEWS NOTES

By

Richard D. Grant, Representative

BOSTON OFFICE
5
IDLEWILD STREET
ALLSTON
MASSACHUSETTS

SHEPARD'S Providence store reports a splendid Christmas season in lamps. Among the most popular with gift buyers were mahogany finish junior floor lamps, adjustable polychrome bridge and reading lamps, pottery jar and boudoir lamps and adjustable desk and reading lamps, in brass, steel, bronze, Florentine and ivory finishes. Other good sellers were polychrome compote sets and mahogany, ivory, brass and glass candlesticks variously decorated.

Joseph Kelley, formerly salesman with Mitchell Woodbury covering New England territory, resigned last week after a long service. If Mr. Kelley, as is his present intention, embarks in business for himself, he will carry with him the good wishes of the entire New England trade, with whom he is a great favorite.

Andrew Brabner Wallace

Andrew Brabner Wallace, head of Forbes and Wallace's department store, Springfield, died last Sunday afternoon at his winter home in Ormond Beach, Fla., after a brief illness from pneumonia. Mr. Wallace was in his eighty-first year. The body was brought to Springfield where the funeral was held on Wednesday. Mr. Wallace was born in Scotland and at the age of fifteen years was apprenticed to a dry goods merchant, with whom he worked for four years, getting the foundation on which he established his life work. He came to the United States in 1867, working as a clerk for Hogg, Brown & Taylor in Boston. In 1870, he went to Pittsfield, where he entered business with John M. Smith, a member of Forbes & Smith, forerunner of the firm of Forbes & Wllace. In 1874, he became a partner in the firm of Forbes & Wallace. From a small store, it grew to be one of the largest in New England with offices in Europe, more recently organized into the Syndicate Trading Company of which Mr. Wallace was president with a buying power estimated at $20,000,000. Mr. Wallace was director of several banks and his personal fortune is estimated at many millions. He was deeply interested in art and his collection of paintings is said to be worth a fortune. He is survived by a widow, four sons and two daughters.

Thomas J. Fitzgerald

Thomas J. Fitzgerald, of Thomas J. Fitzgerald, Inc., Holyoke, Mass., died suddenly last Monday morning while about to make a deposit in the Park National Bank in that city. Death was due to heart failure. Mr. Fitzgerald was born in Holyoke and for twenty-five years was employed as a buyer and department head for McAuslen & Wakelin's department store of Holyoke. He went into business with Walter B. Griffin about seven years ago. Mr. Fitzgerald is survived by his wife, one son, a daughter, one brother, and four sisters.

James Scolly Taft

James Scolly Taft, former mayor of Keene, N. H., and a widely known manufacturer of that city, died last Saturday night at the Elliott Community Hospital in his eightieth year. Mr. Taft, who was three times mayor of Keene, was born in Nelson and came to Keene when he was nineteen years old. He was employed in a chair factory and later, in company with his sister, conducted a millinery and dry goods store. In 1872 he began the manufacture of what is widely known as the Hampshire pottery. He sold his business in 1915. He served his ward as selectman three years, was moderator for ten years, councilman two years, one of which he served as president of the body, and as alderman two years. He was elected mayor in 1903 and re-elected to serve in 1904 and 1905. He was in the Legislature of New Hampshire one term and served as a member of a constitutional convention. He was a Mason, second president of the Keene Savings Bank, and a director of the Citizen's National Bank.

Charles C. Harmon

Chahrles C. Harmon, president of Loring, Short & Harmon, Portland, Me., widely known throughout the Pine Tree State, died Dec. 9 of heart trouble while aboard a steamship en route to Pasadena, Calif., where he and Mrs. Harmon were to spend the winter. Word of his death was telegraphed upon arrival at Pasadena by Mrs. Harmon to friends in Portland. She is expected to arrive home next Saturday with the body. Mr. Harmon was born in Portland seventy-seven years ago.

Stoke-on-Trent Exports

The total declared exports from the Consular district of Stoke-on-Trent to the United States during the month of November amounted to £107,180, of which amount £90,256 covered shipments of earthenware and china.

The total declared exports of all articles to the United States from Stoke-on-Trent for the eleven months of this year amounted to £1,153,851 compared with £958,855; £1,011,620; £1,006,891; and £541,039 for the same period in 1922, 1921, 1920, and 1919 respectively.

Michael J. Owens

(Continued from page 15)

tumbler and bottle making machines, which practically revolutionized the industry. He rose in the trade from a "glory hole boy" to international character in the industry in which he spent his life.

He was attending a meeting of directors of the Owens Bottle Co., when taken ill. He suddenly arose and walked out into the hall. He did not complain of feeling ill and no one paid any particular attention to his leaving. He went into the company offices and sat down heavily into a chair. Twenty-five minutes after he left the directors' office, physicians pronounced him dead.

Mr. Owens was born Jan. 1, 1859, in Mason county, W. Va. His parents were natives of Ireland and migrated to this country in the early 40's. He was 10 years of age when his parents moved to Wheeling, W. Va. He began in the glass factory of The Hobbs-Brockunier Co., assisting in firing one of the small furnaces. In five years he had become a glass blower. He continued a blower in Wheeling and vicinity until August, 1888, when he went to Toledo and entered the employ of Edward Libbey as a glassblower in the new factory of the Libbey Glass Co. Three months later he was made superintendent of the plant and when a branch factory was started at Findlay, O., he was made manager, continuing in that position for two years.

Always glass containers had been blown by lung power and for generations there had been attempts to devise a practicable machine for mechanically blowing glass. A multitude of wrecks was the only result. In the early 90's Mr. Owens set to work on this problem.

Early experiments encouraged him and with the assistance of Mr. Libbey he continued his work until 1895. Having been granted certain letters patent and having pending applications for others, they organized the Toledo Glass Co. for the purpose of developing and operating the inventions.

The conspicuous success of Mr. Owens' tumbler and lamp-chimney machines brought to Mr. Owens no thought of rest but only additional work until he finally invented a complete automatic bottle machine.

In 1903 he and his associates organized the Owens Bottle Machine Co., having an authorized capital of $3,000,000 for the purpose of manufacturing, operating and licensing such machines.

In 1907 it was re-organized under Ohio laws and later the authorized capital was increased to $50,000,000. The company has factories in Toledo and many other cities. The name of the company later was changed to the Owens Bottle Co.

In 1908 the Owens Bottle Machine Co. was organized and acquiring the European rights for the Owens Bottle machine, a factory was built in Manchester, England. Mr. Owens also assisted the Apollinaries company to contract and operate its plant at Rheinahr, Germany.

Despite the success of the original machine, Mr. Owens continued his experimental work until finally there was developed the plural mold principle, whereby each of the 10 or 15 heads of the machine will blow, not one article as heretofore, but at least two or three.

In 1911, Mr. Owens persuaded his associates to undertake the perfecting of a process for drawing window glass in flat, continuous sheets. The idea was conceived by the late Irving W. Colburn and developed by Mr. Owens.

For a number of years and until 1919, Mr. Owens was vice-president and general manager of the Owens Bottle Co., but desiring to relinquish some of his activities he resigned as general manager, though continuing in the office of vice-president.

He also was vice-president of the Toledo-Libbey-Owens Sheet Glass Co., the United States Sheet and Window Glass Co., the Canadian Libbey-Owens Sheet Co., and allied companies.

A New Fraud Bobs Up

A new Jersey department store concern recently paid a salesman $39.90 for twelve quarts of ink, in return for his demonstration indicating that the ink could not be erased. On being used the ink was found to be very readily erased. A letter to the address given on the receipted bill was returned by the post office in Philadelphia because of inability to locate the concern.

Business Briefs

The Blue Lantern Gift Shop has been opened at 303 Needham Bldg., Columbus, Ga.

Rasley & Co., Winton, Ia., have opened a new Gift and Art section in their store.



CHICAGO OFFICE
312
CLARK
SOUTH
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

UNTIL a week before Christmas some complaint of business was heard from both large and small merchants in Chicago. The Holiday buying had not been up to expectations and it was doubtful if the sales total would compare favorably with a year ago. This fear was put to an end before the middle of last week, when the buying of presents reached its height. Never in the history of the world's greatest merchandising street—State Street—were the crowds so large. Shoppers jammed the big stores and items of glass china, art goods, sold as rapidly as toys. While the volume of foreign made toys, especially from Germany offered for sales, was large, the amount was considerably less than a year ago. American makers of toys apparently have regained considerable of their war-time business and it was the American toys that led in sales this year.

The biggest department store deal in recent years was consummated last week when Marshall Field & Co. purchased the ten story store of Rothschild's & Co. While rumors had been circulated for some time that one of the big popular priced stores on State Street would soon change hands, the general belief was that Eastern interests were to be the purchasers. The entire stock of merchandise, leasehold, equipment and good will was purchased for $9,000,000, a cash transaction. Marshall Field & Co. will establish a subsidiary company for the operation of the store which will be called the Davis Dry Goods Co. The controlling interest in the store was purchased from Nelson Morris, founder of the packing firm of Morris & Co. Arthur Davis, who has been associated with the wholesale house of Marshall Field & Co. for many years, in the capacity of mill supervisor and department manager, will be vice-president of the company and general manager of the store. John P. Wilson, has been temporarily elected president of the concern. The Davis Dry Goods Co. will control the leaseholds of practically the entire State Street holf of the block beteween Van Buren and Jackson Streets. The company has announced that with the exception of the officials the Rothschild organization will remain intact.

Another recent step in the development of State St., as a retail merchandising center was the purchase of the Columbus Memorial Building, a fourteen store structure at the corner of Washington and State St., by Charles A. Stevens & Bro. The Stevens Bros. Construction Co. has been organized to handle the transaction, and it is planned to erect a nineteen story building and operate a store. The price paid for the building was $4,500,000.

The Pickard Studios, 4853 Ravenswood Ave., well-known makers and decorators of china, specializing in gold encrusted ware, received a state charter last week and thereby became an Illinois corporation. The plant will continue to be operated at the address mentioned and the incorporators are George A. McCorkle, W. V. Brothers, and Edward G. Purkhiser.

John T. Pirie of Carson Pirie Scott & Co. has been named by Governor Small as a member of the Illinois Waterway commission.

Chester Aagaard, head of the Rivir Studios, china decorators, The Aagaard Distributing Corp., and the Colonial Cut Glass Co., has formed a new company to operate a gift and art store at 3649 Fullerton St. The store will be known as the Logan Square Art Shop and is incorporated for $1,000. The owners are C. S. Aagaard, R. E. Aagaard and I. M. Downer.

Winberg's Department Store, located at 62nd and Clark Sts., has been incorporated for $15,000. The owners are Leo Winberg, Herbert Winberg and George Winberg.

The regular semi-monthly meeting of the Glass, Pottery, Lamp & House furnishing Association scheduled for last week was postponed until after the first of January due to the rush of business just prior to the Holidays. A speaker will be on hand at the first meeting of the year to give those in attendance a business message of interest to the trade.

The Standard Wood Products Co., 1756 W. Austin Ave., manufacturers of lamps and furniture novelties was incorporated recently for $25,000. The owners of the concern are Herman Klein, Edward I. Hadesman and Harry S. Cowen.

Matter of Retail Price Fixing

Efforts to urge upon Congress the passing of specific legislation to permit retail price fixing are being watched with considerable interest by retailers and their trade organizations. The arguments that are being put forth in favor of price fixing are being gone over carefully in their relation to actual retail merchandising experience. It cannot be said that retailers en masse are against the proposition, as some store executives are understood to favor it. In most cases, however, the feeling of the retailer apparently is that price fixing imposes an unwarranted restriction upon him in the conduct of his business. It would not be surprising if the largest single association representing retailers were to fight at Washington the price-fixing campaign that has been promised.

CHICAGO

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LEWIS H. SIMPSON & CO.
Representing Athens Glass Co., Fenton Art Glass Co., Huntington Tumbler Co., New Martinsville Glass Mfg. Co., and H. R. Wyllie China Co.

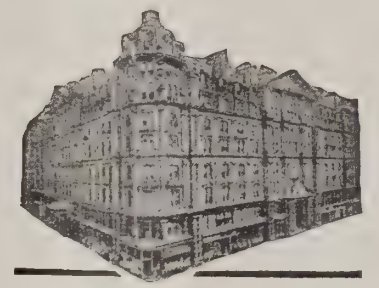
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While in Chicago Visit
STETSON CHINA CO.
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We are prepared to make immediate shipments.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative

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Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.

Harry G. Dalzell
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WALTER B. ANDREWS
30 East Randolph Street
Corner Wabash Avenue
Room No. 405

Representing
Monongah Glass Co.
Co-Operative Flint Glass Co.
The Duncan & Miller Glass Co.

---

9 N-WABASH AVE

Ira A. Jones Co.
North Wabash Avenue
Chicago

DINNERWARE
Pope-Gosser China Co.

GLASSWARE
Seneca Glass Co.
Susquehanna Cut Glass Co.
Thompson Studios
National Glass Novelty Co.

LAMPS AND SHADES
The H. E. Rainaud Co.
Wood Art Co.
Century Lamp Mfg. Co.
Haven Co.
Shepherd Co.
Burke Studios
Phone Central 1606

Earl W. Newton & Associates

GLASSWARE
Imperial Glass Co.
Economy Tumbler Co.
Marion Glass Mfg. Co.
The Earl W. Newton Co.

DINNERWARE
Hopewell China Corporation

HOUSE FURNISHINGS
Sauquoit Toilet Paper Co.
Kewaskum Aluminum Co.
Schlueter Mfg. Co.
American Woodenware Co.
Acme Rubber Mfg. Co.
Phone Central 3236

9 N-WABASH AVE

A. W. STEINER'S STUDIOS
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ENCRUSTED DINNERWARE, LUSTRE WARE AND ALL GOLD CHINA
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Phone Har. 2214

THE SEBRING POTTERY CO.
Mr. W. L. Gerald
4523 Racine Ave.
Chicago, Ill.
Phone: Edgewater 2380
Display Room, 1319 So. Michigan Ave.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

HELP WANTED

SALESMAN for the New England States, with a thorough knowledge of the China and Earthenware Line, having road experience. One that can secure large trade on import from stock in packages and open. Attractive proposition to one who can produce results. State experience and territory covered, with references. Communications held strictly confidential. Fisher, Bruce & Co., Philadelphia, Pa.

WANTED—For South and Southwestern territory by one of the oldest and best established domestic blown glass manufacturers, a representative to sell on commission in connection with other lines. Prefer a man with established trade calling on department stores, gift shops and jewelers as well as china and glass stores. Our line consists of better class crystal and colored blown lead glass in plain, cut and etched; also specialties and hotel goods. A fine proposition for the right man. In your reply state age, experience and present lines and connections. All replies will be considered strictly confidential. Address Box 397, care CROCKERY AND GLASS JOURNAL.

PROMINENT China and Glassware House (import and domestic) requires a bright, aggressive, clean cut young man, as house salesman. Position offers exceptional opportunity. References required. Box 402, care CROCKERY AND GLASS JOURNAL.

KAUFMANN Department Stores, Inc., Pittsburgh, require an experienced man as assistant manager for their lamp department. An excellent opportunity, with good salary to capable, aggressive man. Address letter with age and full particulars to John H. Harris.

REPRESENTATIVE WANTED

WELL KNOWN New York import and domestic concern (china, art pottery, glassware, etc.) is desirous of securing a wide-awake man, to cover New England territory, on a commission basis. Must have thorough acquaintanceship and excellent standing with the trade. Box 403, care CROCKERY AND GLASS JOURNAL.

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Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all COLORS. Private Moulds Worked.

FACTORY:
255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

Glass Factory News

(*Continued from page* 17)

O., is now proposed. The company plans to make a general line of containers by a new process, special machinery having been designed for this purpose. The new company will be formed with a capital stock of $1,000,000, and Harry S. Potter of Muncie, Ind., has been engaged as general manager.

In order that production may be increased, the Westmoreland Specialty Co., of Grapeville, Pa., has placed a new furnace in operation. The entire line of this company will be displayed at greater length than ever before at the Ft. Pitt Hotel commencing Jan. 7, adlitional space being taken in connection with the Assembly Room, which was such a feature of the show a year ago.

How Chain-Store Bookkeeping is Done

To record accurately the purchases, sales and expeditures of a chain of 475 retail dry goods stores at a cost of two-fifths of one per cent may seem to some accounting experts to be impossible, yet, according to George H. Bushnell, Vice-President and Controller of the J. C. Penney Company, Inc., it is done by the company's accounting department with a minimum of effort and red tape. The stores of the company are now located in thirty-three States, and this year they will do a business of approximately $63,000,000.

Our system is an outgrowth of practical experience and not of any theory regarding accounting methods, said Mr. Bushnell recently. In the early days a few of us kept the books of nineteen stores, and we continued to do all the work until we had forty-eight.

Naturally, with our limited force, our work called for all the short cuts possible. As the number of our stores increased and the accounting problem became greater in proportion, the system was improved until today the books of our 475 stores are kept in the New York office by thirty men. We have, of course, many more in the department who do clerical work, but they do no work on our books. In all, the department's personnel consists of seven heads of division and 121 clerks, operators, etc.

That the operation of our system and of our men is efficient and accurate is evidenced by the annual audit by certified accountants. This has always shown that the figures have proved to a cent. In order to be truly efficient it was necessary to reduce our system to the simplest possible methods. This we did, and it now operates this way:

All of our stores are billed direct for their individual merchandise purchases, and every day the invoices are sent to the New York office by the store managers. As these invoices come in they are audited by comptometer experts; we have fifteen clerks doing this work. After being audited they are passed on to the bill clerks. We have eleven in this department who prepare remittance letters authorizing payments. After this is done the remittance letters are sorted according to due dates. Then all invoices are sorted according to stores and posted in our books.

The heaviest part of the work is keeping track of accounts payable, as all of our goods are sold for cash only. This problem is complicated somewhat for the reason that we discount all bills on which discounts are offered, or else pay them strictly at maturity. In addition to this, we have to take care of the money of the different stores and have them send their surplus funds to us here for banking. All the money is forwarded in the form of New York drafts. A large part of our banking is done here, but this does not mean that the local banks are not patronized by our stores. On the other hand, every store banks its receipts each day, and withdrawals are made only for salaries or miscellaneous local expenses.

The Roessler & Hasslacher Chemical Company NEW YORK

BRANCHES:
Cleveland, O. Chicago, Ill. Trenton, N. J. New Orleans, La. Boston, Mass. Pittsburgh, Pa. Philadelphia, Pa. Kansas City, Mo. San Francisco, Cal.

Fac-Simile of Label "Made in America"

Liquid Bright Gold
Overglaze—**Colors**—Underglaze
Liquid Lustre Colors—Oxides and Bodies for Decorating and Coloring

CHEMICALS
Minerals and Oxides
—for—
Pottery, Glass, Enameled Ware, Tile, Clay Products

America's Leading Ceramic Material House

RHCCO A1
Highest Grades.

Cashing Stronger Checks

To offer a tangible reason for refusing to cash checks for unidentified persons, the O. A. Hale Co., San Jose, Cal., erected a neat bulletin, framed like a picture, and hung it beside the window of the accommodation bureau. In the center of the 'picture" beneath the glass, five bogus checks were pasted, with the various reasons why they could not be collected at the bank. The following was lettered above the checks:

"Below are five good examples showing five reasons why we cannot cash checks for people we do not know. All are fraudulent and a money loss to us."

The checks ranged in price from $5 to $35; and while but a tiny fraction of the year's business, the total sum represented a loss which the store did not propose to duplicate another year. And it hasn't.

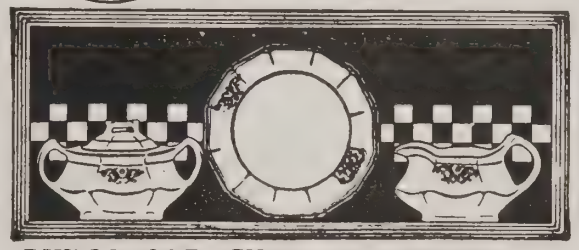
Custom Ruling on Artificial Xmas Trees

In a decision handed down recently by the Board of United States General Appraisers the duty is reduced on artificial Christmas trees, imported from Germany by George Borgfeldt & Co. The trees in question were assessed with duty at 60 per cent ad valorem, under Paragraph 347 of the Tariff Act of 1913, as manufacturers of feather. They are held by Judge McClelland to be more properly dutiable at the rate of 15 per cent ad valorem under Paragraph 176 of the 1913 law.

These trees have woden trunks, fitted in round wooden boxes. The branches are made of wire, to which are attached dyed feathers, in imitation of pine tree foliage. According to testimony taken in Germany, at the factory of Stuffmann & Co., located at Haan, Rhineland, the materials entering into the construction of these artificial Christmas trees, consisted of feathers, wire, candleholders, buds, paper, sticks and pots. The sticks and pots are made of wood, and, according to the testimony given by the German manufacturer, that material is the component material of chief value in the completed article. In view of this evidence, the customs board finds that duty should have been assessed at the lower rate.

have made fewer sales per day each month this year than last, with the exception of March."

LIMOGES CHINA



THE LIMOGES CHINA CO., SEBRING, O.
New York Representative
E. V. Weiss, 874 Broadway, corner 18th Street
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HERE IT IS!

We know you want our individual, economical

Sanitary Sugar Bowls

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for tray and cafeteria service but perhaps you did not know where to buy them. We will fill your orders direct, and without delay.

We guarantee these bowls as represented

Write for Catalog and Prices

The Sanitary Sugar Bowl Co.

Successors to Schoenheit and Pierce

Manufacturers

6230 Penn Ave., Pittsburgh, U. S. A.

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Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

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Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

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The Famous "Haviland China" known since 1840.

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Open stock dinnerware patterns.
White China for decorating.

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Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

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Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

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Colored and Iridescent Glassware.

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Fine blown tumblers and stemware.

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Crockery AND Glass Journal

THE REPRESENTATIVE PAPER OF THE INDUSTRY
PUBLISHED WEEKLY SINCE 1874

Also devoted to
House-furnishings
Lamps
Gift Shop and Art Goods
Dolls & Toys



Vol. 97, No. 26,

DEC. 27, 1923



Cornwallis, 1776 A.D.

Since the days of the prehistoric "squatters" history has been made around the flesh pots. One imagines that the first great steps toward present day civilization had their inception as our stone age ancestors devoured the fruits of the chase in the dim light of the cave entrances.

And how many great projects, family, industrial and political of the present day have their origin around the dinner table.

It gives us a feeling of pride (vanitous perhaps) to speculate on the part our product has played in creating the atmosphere in which these projects are conceived.

The Edwin M. Knowles China Company
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Lord Cornwallis before Yorktown


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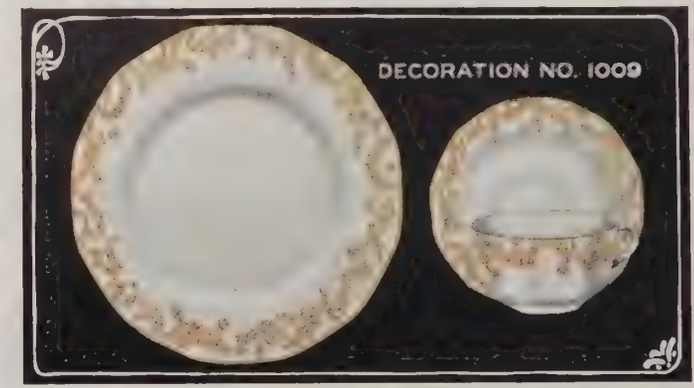
















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Output over a million and a half dollars yearly

Extends an invitation to the trade to visit us at the 1924 Shows

Pittsburg, January 7th to 27th
Ft. Pitt Hotel, Room 688

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Room 25, Palmer House, Our Permanent Sales Office

Our exhibits will be complete in every detail

THREE SHAPES:

GLENDERE—Fancy HIGHLAND—Plain

PILGRIM—Colonial

DECORATIONS TO SUIT EVERY AMERICAN HOME

Yours for bigger and better business for 1924

I. E. MINCKS
Secretary and Sales Manager

PLANTS:—Carrollton, Ohio, 10 Kilns, (4 kilns now building); Scio, Ohio, 9 Kilns

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America's greatest display of glassware, pottery, lamps and kindred lines in widest variety will open on January 7. No buyer, firm or store handling these lines in quantity should miss the Pittsburgh Glass & Pottery Exhibit which is being held for the 44th year. Buyers of art and decorated glassware, art pottery, artistic lamps and high grade wares generally also will find scores of interesting items in the Pittsburgh Exhibit.

POINTS TO REMEMBER:

This is the biggest display of pottery and glassware.

Majority of domestic manufacturers will exhibit.

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Get official directory at Room 154, Fort Pitt Hotel.

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"ORADOR" Open Stock—Pattern in Red and Green
Shown on the famous "PRINCESS" Shape

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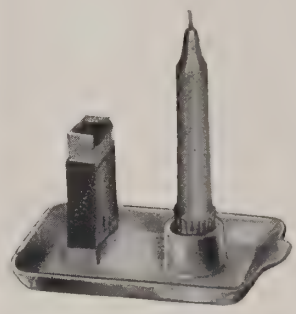
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Ash Tray

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New Shapes, new Designs, new Colors in Decorated Ware, Engraved and Cut Glass will be shown. Also new shapes in Colonial Ware and Blanks for Decorators and Cutters.

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A new pattern
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Garland is one of our newest controlled patterns. A pleasing design of vari-colored flowers in clusters and festoons with Gold lines on the edge. The shape of the different pieces is plain and in good taste. No better ware of its kind can be produced.

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SUPPLIED plain or in a variety of handsome cuttings at prices that encourage you to order and make it easy to sell at a profit.

¶ A new style that is making a big hit with the trade.



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NEW MARTINSVILLE, W. VA.

Quality Dinnerware



Pattern No. 258 La Rosa

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Beauty Without High Price

THERE are dozens of pieces of United States decorative glassware that are really masterpieces—beautiful in shape and colored so artistically that they belie their price. For instance, the Ellwood pattern, a black satin finish with a pencil line in gold, has been the hit of the year, selling at about one-half of what people believe the price to be.

Let us send you illustrations and prices on this popular line.

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PITTSBURGH, PA.

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Gifts

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Patterns off sale certainly don't help the showing of your department, and they surely don't please your customers.

Patterns off sale increase your risk, kill your turnover, and boost your investment.

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Our price for Original Packages to be shipped immediately from stock is very reasonable.

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We carry an abundant supply of matchings to be forwarded *promptly* for every pattern in our line.

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Direct Importers and Distributors of Crockery, China and Glass

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Beg to Announce

The completion of a large extension to their decorated dinnerware department, enabling them to almost double their output of this class of merchandise.

The first factory to manufacture thin semi-porcelain dinnerware in the United States—the foremost ever since.



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One of Maddock's new open stock patterns carried in New York for Ready Delivery.

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"EDEN and PARADISE"

This illustration features **"THE EDEN"** and **"THE PARADISE"** decorations on the new **PILGRIM** shape. They are the same design, but the **EDEN** border is a golden yellow, and the **PARADISE** a soft azure blue. The flowers and centres are the same colors in each decoration.

These patterns are carried in stock by the largest jobbers.

Write Us For Their Names.

Decorations and Shapes are both patented.

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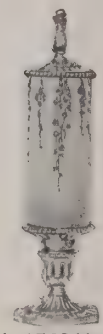
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